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# Radio Roundup

## on food...

A Service  
For Directors of Home Forum Programs

New York, 7, N.Y.  
July 1, 1944

### .....W-H-A-T-I-S I-N-S-I-D-E.....

SCHOOL LUNCHES TO CONTINUE...Appropriation renewed...how it works.

FRUITS FOR HOME CANNING...Facts about how much we can count on.

HAND PICKED FOR FRESHNESS...Tips on picking fruit for canning.

MORE ABOUT CHEESE...Up-to-date information on a favorite food.

PAPER CRISIS...Some selling points for salvage.

FOOD FACTS...Food has a history, too.

FEATURE THESE...Plentiful fruits and vegetables.

**War Food Administration**  
**Office of Distribution**

.....SCHOOL LUNCHES TO CONTINUE.....

During the 1943-44 school year, more than four million children in 31,000 schools throughout the Nation participated in the school lunch programs assisted by the War Food Administration. Because it was convinced of the value of this program to American children, Congress appropriated \$50,000,000 for furnishing foods served at school during the 1944-45 term. This is the same amount that was appropriated last year.

Lunch at school and in child care centers will continue in 1944-45 as the community affairs they were in the past. Generally, the school lunch program operates under the local sponsorship of school boards or other school organizations. Parent-teacher associations, civic groups, American Legion Posts and other non-profit organizations also act as sponsors of school lunch programs. The War Food Administration will continue to reimburse local sponsors for their purchases of food up to a maximum amount determined by the type of lunches served. The WFA will also distribute directly to schools suitable foods which are purchased through its price support program.

This is the way the program works: The sponsors of the school lunchroom sign an agreement with the War Food Administration's Office of Distribution, the government agency disbursing the funds. The sponsors tell what kind of lunch they plan to serve and how many children will eat it. Then the WFA agrees to pay back from two to nine cents for each lunch, depending on the type of meal served and the need of a school for assistance. However, the WFA expenditures in any school for this program can not exceed the total amount spent for food by the local sponsor.

The sponsors will buy all the food and submit monthly claims and reports of program operations. Then the government will reimburse to the local sponsor. Local groups must pay for the lunchroom equipment and labor since the Federal funds are to be used solely for food purchases.

You may wish to remind your listeners that organizations such as nutrition committees and civic clubs can lend their assistance to initiate a local program where it is needed. With community center in operation, some of the extra produce this summer might well be donated for use later in school lunchrooms.

The school lunch program safeguards the health of the Nation's children by assuring them at least one-third of their daily nutritive requirements. It develops good food habits among children and introduces them to a wide variety of nutritious and plentiful foods. In addition the school lunch program will help give farmers and food distributors additional outlets for commodities in local abundance.

For detailed information, contact your regional Office of Distribution, War Food Administration at 150 Broadway, New York, 7, New York.



.....FRUITS FOR HOME CANNING.....

Because smaller supplies of commercially canned fruits will be available to civilians next winter, wise homemakers are looking over their canning equipment now and making estimates of how much fruit the family will need in the coming months. On their efforts will depend the quantities of canned fruits served at winter meals. And a bright spot in the picture is the fact that supplies of fresh fruit on the market will equal, and in some cases, surpass that of last year.

The apricot crop is estimated at three times as large as in 1943... about a third above average. Even with more apricots being dried and canned for direct war needs, the fresh fruit available for home consumption and canning will be about fifty percent more than last year.

California, which produces 90 percent of the apricots, expects a harvest of over 23 million boxes (25 pounds each), compared to about six and one-half million boxes last year. The state of Washington expects over a million and a half boxes of apricots, it's largest crop on record.

In 1943 most of the canned and dried apricots went to non-civilian claimants, with only about a tenth of the commercial pack going to U.S. civilians. This year, besides having more fresh apricots for home canning, U.S. civilians will receive more than a third of the much larger canned and dried pack.

The peach crop promises to be 60 percent larger than last year and 17 percent above the average. However, non-civilian claims have doubled for canned peaches, and the set-aside for dried peaches will equal that of last year. So if folks at home want more canned peaches than they were able to buy last year, they will depend on home canning efforts. According to present allocations, civilians will be able to plan on having almost twice as many peaches for fresh use and for canning as they did last year.

There is no official report on the apple harvest as yet, but prospects now are for at least a normal crop and one a third larger than last year's small yield.

The pear crop will average about 15 percent more than last year, with the large increases in the East and Pacific Northwest where the crop matures in the late summer and early fall. Here again non-civilian requirements have been increased and U.S. civilians can only expect about the same quantity of the total crop they received last year for fresh consumption.

Plums are one of the fruits in smaller supply than last year.

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.....HAND PICKED FOR FRESHNESS.....

In line with our summary of the fresh fruit supply for civilians, here are a few pointers to stress in selecting and preparing fruits for canning.

Fruits should be firm and ripe. For canning buy only fresh fruits produced locally or that which arrived by shipment in tip-top condition.

If fruits must be held, keep them cool and well ventilated.

When ready to be canned, fruit should be sorted for size and ripeness.... this is to assure more even cooking. Avoid using fruit for canning that shows signs of decay. Even if bad spots are cut out, bacteria may remain in the rest and spoil the whole batch. Set aside soft but sound fruit for juice or jam.

Fruit should be pre-cooked briefly before it is canned. When packed hot the fruit shrinks and more will go into the jars; also the processing time in the canner is shortened. Fruits may be pre-heated in fruit juice, in sirup or water. Some fruits when heated yield enough juice of their own without more liquid. Adding sugar before heating also helps to draw out the juice.

Know how many pints or quarts of canned fruit will be made from a bushel of peaches or a few cups of berries before you start to can. That way you'll come out even, with jars. A table on page 13 in the new bulletin "Home Canning of Fruits and Vegetables", has the yield of canned fruit from fresh. This bulletin may be obtained by writing to the Office of Information, U.S. Department of Agriculture, Washington, 25, D.C.

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.....MORE ABOUT CHEESE.....

Cheeses which have been point-free for a two-weeks' period, are back on the ration list at four red points per pound. They were ration-free for that period to permit reduction of large stocks of perishable cheeses in wholesalers' and retailers' hands. American cheese (or cheddar) still requires 10 red points per pound, and perhaps your listeners are wondering why.

As you know, we're sending large quantities overseas. American cheese is ideal for the boys at the fighting front. First place, it keeps equally well in tropical or freezing climates. Then it's especially valuable as a food, because it contains more milk solids and less water per square inch, than most other types of cheeses. What's more, American cheese can take rough treatment; it can be stored away for long periods of time, and when it's ready for use it's still fresh and full of flavor.



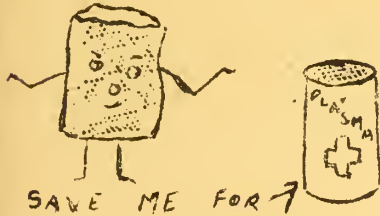
Our allies need cheddar, too, to make up for diminished milk and meat supplies. And it's an essential food in Red Cross packages to American prisoners.

The government has reserved sixty percent of July and August Cheddar cheese production for direct war uses. The reason for high set-asides in July and August particularly, is that production is greater in these months. When production declines during the fall and winter months, the Government will take less cheese so that civilian supplies remain even for the year.

# .....PAPER CRISIS.....

There's no relief in sight on the paper shortage question...until America's lumberjacks return from overseas. We'll soon be virtually without wrapping paper, paper cups, shopping bags, corrugated cardboard boxes for groceries, paper clothes-hangers, and clothes boxes. There is a black market right now in merchandise cartons, they are so greatly in demand.

Where paper is most needed...is in our shipments overseas. Jeeps are packed in paper, and airplane parts; soldiers' uniforms, and food. It takes fifty-two pounds of paper to pack one ambulance. Then too, precious capsules of medicine, and blood plasma...all these things are carefully paper-wrapped, and it has to be good paper.



That's why we're asked especially to be sure to conserve heavy brown grocery and shopping bags and wrapping paper...also the corrugated and fiber boxes that canned goods are shipped in. And laundry boxes, cereal boxes, salt cartons, and big suit and hot boxes. These cartons should be opened and folded for collection with newspapers. Heavy quality papers contain wood fibre that goes into the packaging of foods and goods which go from

the factory to the retailer, and also overseas. Food and equipment is useless to a soldier on the battlefield if it arrives weather-beaten and damaged.

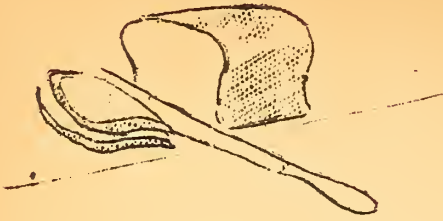
It is an effort to gather up paper around the house, and see that it gets collected for salvage. But that effort is going to mean more paper for our needs at home. And what's most important, it's going to facilitate sturdy, substantial packing of vital foods and materials going overseas.

# .....THE ENRICHMENT STORY.....

It's a good idea to keep reminding your listeners about the value of buying enriched white flour.

There is now in effect, as you know, a government ruling that every loaf of white bread and all plain rolls on the market, be enriched to approved nutritive standards.

But...only about 70 percent of all family flour on the market today has been enriched. In other words, it's possible for a homemaker to buy white flour that is un-enriched...and she then doesn't receive full benefit of the important vitamins and minerals which were present in the whole grain.



VITAMINS =

... Victory

amount of important food elements as flour that has been enriched.

Just to keep the whole story straight...here are the latest facts on enrichment:

When white flour is milled, part of the wheat is removed in the process. This part contains important food elements necessary for good health. So white flour is enriched with synthetic vitamins, in order that it contain the same vitamins and minerals as whole grain flour.

Of course, all white flour contains calories... but un-enriched flour does not contain the same

Enriched flour, in case there is still some doubt, is just as white as ordinary white flour...and it has the same rising qualities. There is no visible change; it has simply been made more nutritious.

Here is what the label "Enriched White Flour" means. For one thing, the vitamin niacin has been restored. Niacin is the vitamin which helps to prevent pellagra, a disease which weakens thousands of people in this country. Then, too, the vitamin thiamin has been added. Thiamin has been called the "morale" vitamin. The lack of thiamin tends to cause unsteady nerves, irritable dispositions, poor appetites, and a tired feeling. The third vitamin is riboflavin, the lack of which is apt to make you feel weak and run-down...have unhealthy looking skin...hair without lustre, and eyes that look dull and tire easily. Then, fourth, iron, is added...iron, the important mineral which helps to build good red blood. These food elements are required in specific amounts before flour can bear the label "enriched".

Plain white flour may be enriched by the addition of the required amounts of vitamins and minerals, or the wheat may be milled in such a way that the flour contains some of the outer layers of the wheat berry. Then, too, these two methods may be combined.

Enriched bread can be made by any one of four methods. Either enriched yeast is used...or enriched yeast and plain flour...or sometimes the required minerals and vitamins are added directly to the dough in pellet form. Riboflavin may be added to the bread by the use of powdered milk in the dough mix. And also...these methods may be combined.

It's especially important to emphasize to your listeners the highly nutritious qualities of enriched white flour. Un-enriched flour is a few cents cheaper, and therefore, may tempt the housewife who does not know the difference between the two. But if every housewife will insist on "enriched" white flour when she buys, the millers who are still putting out un-enriched flour will have to start enrichment, because of the increased demand.

.....NEWS OF THE NORTHEAST REGION.....

FOOD FACTS.....

Did you know.....

1. That the word biscuit is derived from a Latin word meaning "Baked Twice"...and that ship's biscuit actually is baked twice, and for that reason, keeps better, is water-proof and easy to carry?
2. That peanut butter is one of the favorite foods at army camps, and it's served there by the bowlful?
3. That macaroni was introduced in England in the 18th Century, by wealthy Englishmen who had travelled through Italy? It became quite the rage in London, and "Macaroni Clubs" were formed. Finally, macaroni grew to be the nickname for any young man about town...and from that association came the line "Yankee Doodle"...that's so familiar.
4. That as far back as 1540 the French explorer Cartier sowed cabbage seeds in America?
5. That onions date back to Ancient Egypt? They were evidently quite a delicacy, because an inscription on one of the pyramids gives the exact amount of money the workers spent on onions during its construction.
6. That centuries ago tomatoes were called "love apples", and still are in some sections of the country...and that they were considered poisonous and inedible?

FEATURE THESE.....

Here are lists of the plentiful fresh fruits and vegetables in major markets in this region. We suggest that you feature these fresh foods when you give meal-planning suggestions to your listeners. This is the sixth installment of this feature which you'll find in "RADIO ROUND-UP ON FOOD" each week.

Latest wire information from our Market News Office is the basis for this report. For daily developments during this current week, phone your local market news office.



BOSTON

Snap Beans  
Beets  
Cauliflower  
Lettuce  
Raspberries  
Tomatoes  
Watermelon

NEW YORK CITY

Snap Beans -- Apricots  
Cabbage -- Blueberries  
Cauliflower -- Cherries  
Lettuce -- Dewberries  
Peas -- Peaches  
New Potatoes -- Plums  
Tomatoes -- Raspberries

PHILADELPHIA

Snap Beans  
Beets  
Cabbage  
Sour Cherries  
Lettuce  
Raspberries  
Spinach

WASHINGTON, D.C.

Corn  
Lettuce  
Onions  
New Potatoes

PITTSBURGH

Apricots -- Lettuce  
Beets -- Green Onions  
Cabbage -- Small Oranges  
Carrots -- Peppers  
Cucumbers -- Radishes

BALTIMORE

Snap Beans  
Beets  
Cabbage  
Cauliflower  
Lettuce  
Raspberries

Comment.....

Watch for anticipated increased supplies of near-by grown berries and fruits, especially peaches.

JOT IT DOWN.....

Here are the names and phone numbers of the men who can give you up-to-the-minute reports on supplies of fresh fruits and vegetables in these markets. We suggest that you "jot down" in your phone book the name and phone number of the man nearest you. We do not plan to include this list after this issue.

BOSTON, MASSACHUSETTS.....

1) Mr. H. S. Stiles

Fruit & Vegetable Market News Office  
Office of Distribution, WFA  
725 Appraisers Stores  
Boston, Mass.

Telephone No.  
Hancock 3423

2) Stanley A. Flower

New England Radio News Service  
Office of Distribution, WFA  
408 Atlantic Avenue  
Boston, Mass.

Telephone No.  
Hubbard 2087

PHILADELPHIA, PENNSYLVANIA.....

Mr. E. R. Biddle

Fruit & Vegetable Market News Office  
Office of Distribution, W.F.A.  
604-F US Custom House Bldg.  
Philadelphia, Pa.

Telephone No.  
Main 2401...Ext. 84  
Market 6000 Ext. 27

NEW YORK CITY, NEW YORK.....

- 1) Mr. M. M. Thomas  
Fruit & Vegetable Market News Office  
Office of Distribution, W.F.A.  
641 Washington Street  
New York, N.Y.

Telephone No.  
Canal 6--4000, Ext. 324

- 2) Donald G. Lerch, Jr.  
Marketing Reports Division  
Office of Distribution, W.F.A.  
150 B'way,  
New York, 7, N.Y.

Telephone No.  
Rector 2--4720, Ext. 86

WASHINGTON, D.C.....

Mr. Aaron Stambaugh  
Fruit & Vegetable Market News Office  
Office of Distribution, WFA  
Washington, 25, D.C.

Telephone No.  
Republic 4142, Ext. 2181

BALTIMORE, MARYLAND.....

Mr. W. E. Harrison  
Fruit & Vegetable Market News Office  
Office of Distribution, W.F.A.  
801 Appraisers Stores Bldg.  
Baltimore, Md.

Telephone No.  
Plaza 8460, Ext. 215

PITTSBURGH, PENNSYLVANIA.....

Mr. J. K. Boyd  
Fruit & Vegetable Market News Office  
Office of Distribution, W.F.A.  
501 Bessemer Bldg.  
Pittsburgh, Pa.

Telephone No.  
Grant 0800, Ext. 362

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# Radio Round-up

*on food...*

A Service  
For Directors of Home Forum Programs

New York, 7, N.Y.  
July 8, 1944

.....W-H-A-T--S      I-N-S-I-D-E.....

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A REFRIGERATOR WHAT AM I......A natural solution to the storage space problem.  
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UNCLE SAM AND HIS EGGS......What's being done with eggstra supplies.  
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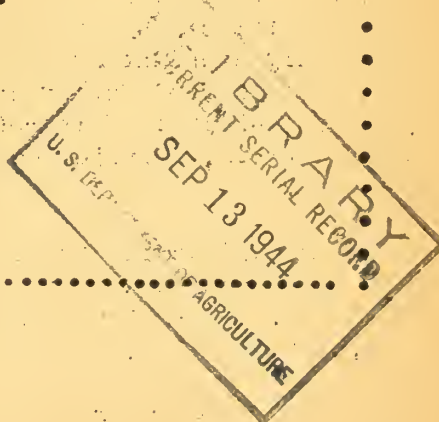
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CANNING WITH THE NEIGHBORS......Pointers on Community Canning Centers.  
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FACTS ABOUT THE FOOD SUPPLY......The food outlook for the season.  
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CONSERVE THOSE PAPER BAGS......The inside story on paper conservation.  
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VEGETABLES WITH A SNAP......The whys and hows of preserving snap beans.  
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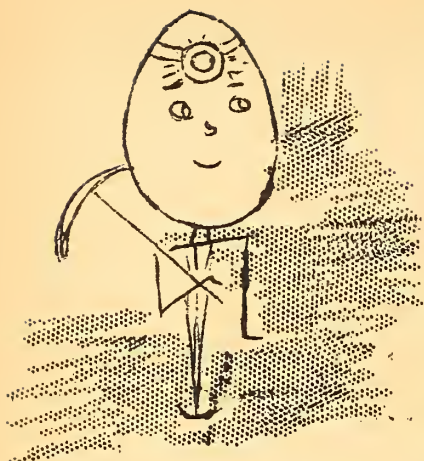
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FEATURE THESE......Plentiful fruits and vegetables.  
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**War Food Administration  
Office of Distribution**



.....A REFRIGERATOR WHAT AM!.....



Have you ever wondered if the family refrigerator would hold another article of food without a tumbling act next time you opened the door. Uncle Sam has had the same thoughts when commercial storage space filled and agricultural commodities poured into the markets during seasons of heavy production.

But how to solve the problem in face of the existing shortages of material and labor. Somewhere along the line, Lt. Col. Ralph W. Olmstead, Deputy Director of the War Food Administration's Office of Distribution recalled as a boy visiting icy caverns in the Western deserts. He directed a search of possible "natural refrigerators" and a 75-year old limestone mine near Atchison, Kansas, was picked to become the largest single cold storage house in the United States.

The mine has 12 million cubic feet of space...about 10 percent of all public cooler space in existence in this country. With a normal temperature in the 50's and natural insulation formed by limestone, the mine presents no problem for refrigerating engineers. A number of cooler units will be placed at strategic spots through the mine giving it a temperature between 30 and 32 degrees. Between 3,000 and 3,500 carloads of food can be stored with ease. Also because of its natural floor there is no limit to the load that can be piled up at any one point. A fourteen foot ceiling gives plenty of clearance for the movement of trucks. Three hundred feet from the entrance is a railroad siding and additional tracks can be laid to unload stocks from freight cars. These cars then can be moved into the mine in small trains pulled by tractors.

A building equal in floor space to this mammoth natural refrigerator would have cost about \$15,000,000. The Atchison project will cost one-tenth this figure. In addition the Government will save about three and a half-million dollars annually in storage bills.

The project will benefit the farmer because it will be possible for him to market hogs even after all commercial storage is filled. The consumer will be protected because this Government operated refrigerator will keep seasonally abundant eggs and lard and other food from spoiling. Here also will be held food for eventual release to liberated countries and countries under Lend-Lease. This refrigerator being nearly in the center of the United States, supplies may be shipped either East or West as the situation required.

War Food Administration officials are hopeful of placing portions of the mine in operation August 1st. Lard will be stored as soon as the project is completed. As the vast interior becomes chilled, fat backs, salt and cured meat, dried fruits, and dried eggs will also be put away for future use.

The refrigerator doors at the Atchison project will never bulge either. Mining of limestone by the present owners will continue, and under such an arrangement new storage space will be continually available.



.....UNCLE SAM AND HIS EGGS.....

"Purchase an extra dozen eggs" was a familiar plea to consumers this spring and early summer in view of the especially abundant supplies of shell eggs. Uncle Sam was also in the purchasing lines at the market turn-stiles to protect both the producer and consumer.

By buying shell eggs which were coming to market in excess of consumer demand...and at a price in accordance with law...the Government assured the producer a fair return for his labor and investment. If prices had not been supported, producers might well have sold off too many laying hens, which would have resulted in egg shortages this coming fall and winter. However, now that the seasonal peak in egg production is passed, the War Food Administration is able to curtail its purchases of eggs for the time being.

The stocks of eggs purchased by the War Food Administration to support prices will not be "dumped" on the market. Of the 10,000 carloads..... 6,200,000 cases.....of shell eggs purchased by the War Food Administration during the first six months of 1944, more than 3,000 carloads have already been placed. Some 500 cars of eggs have been distributed to School Lunch Programs and to hospitals and institutions throughout the United States. Nearly 2,000 carloads have been sold to the trade mostly for drying purposes. The dried eggs will be purchased for our Allies under the Lend-Lease Program.

Since mid-May about 500 carloads of eggs have been broken and frozen for the War Food Administration. The frozen eggs will be held by the War Food Administration as a backlog for use later in the season. The better grades of shell eggs will be retained in storage for use by civilians in the fall months if a seasonal shortage develops.

.....CANNING WITH THE NEIGHBORS.....

The development of community food preservation centers throughout the country indicates that canning for home use will be definitely increased this year. It is estimated that between 5,000 and 6,000 centers will be in operation this season. This is approximately 35 percent more than last year.

One of the most interesting new trends in community canning is the effort now being made to improve centers already established, either by purchasing additional equipment, or by re-arranging the plant for better flow of work, thereby increasing the production capacity of the center. There has also been a trend to use tin in preference to glass containers, which practice also increases production. In some sections of the country, centers have added cooling units, slaughter-houses, smoke houses for curing meats, freezer locker units, etc. These facilities serve a real need, particularly in rural areas.

Nearly every center in the country is now supervised by persons who have been specially trained. Through workshops on a national, regional, state, and area basis, practically every supervisor and operator has had an opportunity to receive training.

Food preservation centers have been established in forty-five states. According to the most recent survey, the largest number of community canning centers are located in the South with 47 percent of the total. However, this year there has been great expansion in the Southwest and West. Forty-five states already have established food preservation centers.

The main idea behind community canning centers, as you know, is to prevent waste of food by making available equipment and supervision, so that whole communities may can food for their own use. This is extremely important now, because there will not be as much canned food available to civilians this fall and winter, and families will benefit by canning their own food in order to assure well-balanced diets for the coming winter. Women are urged to can only nutritious foods, and to put up such quantities as they are able to use in their own homes...no more. If their gardens produce more than they need, they are urged to share their crops with their neighbors or to can these abundances for school lunch needs.

It might be a good idea to urge your listeners to find out if a canning center is located in their community...perhaps they would be interested in finding out just how these centers generally get into operation. In most cases, interested citizens make an appeal to the county commissioners, the Rotary Club, the Parent-Teacher Association, or other civic organizations...and as a result...surveys are made, and a meeting is held in which a committee is appointed to take charge of the project. The committee works out plans...orders equipment, sets up procedures. Money is raised from individuals, or is donated, to start the operation. In many cases, the canning center becomes self-liquidating, through the expedient of charging five cents or six cents a can to the participants. The success of a canning center seems to depend on the degree of enthusiasm and spirit of cooperation in the community. In many communities, the food preservation center is a 1944 version of the old-time quilting party...where the neighbors get together for a good time, and incidentally, does a big day's work.

The scope of the development of these centers has been largely dependant upon wartime conditions. Many universities are taking the lead in providing the courses for students and laymen...and often provide actual canning centers on campus, for practical application of the training. This seems to be a good indication of community food preservation as a permanent enterprise.

#### .....FACTS ABOUT THE FOOD SUPPLY.....

At present most foods are in good supply and will continue so during the current growing season...barring unfavorable weather.

Beyond the current season, the food supply for American civilians depends upon: the progress of the war, the weather, labor for emergency work on farms and in food processing plants, new farm machinery, and Victory Gardening and home canning efforts.

While long-range forecasts about food may not always turn out 100 percent correct, here in brief is the present outlook for civilian supplies per capita:



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Meats.....Adequate supplies as long as marketings continue high...except for preferred cuts from the better grade carcasses on which military takings are heavy and civilian demand is strong.

Dairy Products.....Fluid milk about same as last year, well above 'pre-war. Butter, cheese, evaporated milk continue under rationing, with military requirements heavy.

Eggs.....Record high most of this year, but expectations are that supplies will be smaller next year.

Vegetables..Seasonal abundances of fresh vegetables...especially onions; celery, cabbage, green peas, snap beans, tomatoes, and melons.

Because of greatly increased military needs, canned vegetables and vegetable juices to civilians will be cut sharply during the year...beginning July 1st...especially, tomatoes, and tomato juice, snap beans, peas, beets, and asparagus.

Fruits.....Fresh fruits, especially deciduous, more plentiful, but canned fruits and juices about the same as last year's low supply.

Food Fats and Oils..Not much change from last year, except that lard will be more plentiful as long as hog marketings continue high.

Sugar.....Enough to cover essential needs but not to increase rationed amounts.

Grain Cereals...Continue plentiful.

.....CONSERVE PAPER BAGS.....

Retail stores of the country will have only half their usual supply of wrapping paper and paper bags for the 1944 quarter...May-, June, July, and August. Total production of paper and paper bags for carrying foodstuffs will be about 11 percent less than the first quarter and approximately 23 percent less than the second quarter of 1943. The 1943 production was also 20 percent below that of 1942, a "normal" year. The present prospective shortage of these materials threatens to become a serious bottleneck in the distribution of foodstuffs to civilians unless both retailers and consumers co-operate in alleviating the situation.

Since 1941 the consumption of pulpwood...the primary raw material used in the manufacture of paper and paperboard...has been at a higher rate than imports and domestic production. As a result, the inventory is now down to about three-fourths of normal. There is a shortage of manpower in the woods to cut the pulpwood. Trucks used in hauling pulpwood out of the woods are wearing out. Then too, before the war, we imported a part of our pulpwood from Canada. Wood pulp came from Canada, Norway, Sweden, and Finland. The bulk of the newsprint was shipped in from Canada. The war cut off our wood pulp supply from Scandinavia and has reduced our supply of pulpwood, wood pulp and newsprint from Canada.

Packaging of supplies for shipment to men on the fighting fronts is fully as important as producing the supplies themselves. Clothing, equipment, and food are useless if the packages carrying them fail to protect the commodity in transit. Every piece of equipment has to be individually wrapped in waterproof paper, usually in triple layers. Smoke and explosive shells for 4.2 inch chemical mortars are individually wrapped and then placed in boxes with waterproof liners.

It takes 25 tons of blue print paper to make a battleship. Each Signal Corps radio set takes 7 pounds of kraft paper and 3 pounds of book paper. There are 700,000 different kinds of items shipped to the army, and they are paper wrapped or boxed. More than 8,000 tons of paper are consumed every year by the Chemical Warfare Service for waterproofing overseas shipments. The entire output of one paper mill is not enough to keep up with the demands of storage depots alone.

If current allocations of paper bags and wrappings are to go around, stores and customers must cut down radically on the use of these materials. Many articles will have to be accepted unwrapped by the customer. Purchases from different departments of the store will have to be put all in one bag. Merchandise already wrapped or boxed...such as bread, cereals, soap products, coffee, carton eggs should be taken "as is". So urge your listeners to carry shopping bags or baskets and re-use paper bags whenever possible. The best way for both retailer and consumer to get more paper bags and wrappings is, of course, to collect more waste paper.

.....NEWS OF THE NORTHEAST REGION.....

(Cleared by OWI with an "A" essential rating)

VEGETABLES WITH A SNAP.....

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You will notice in our lists of foods plentiful in the region, snap beans are way up at the top. They are among the most abundant foods in the markets, and now is the time to ask homemakers to buy and can them. Here's some background information about the beans, which we suggest you use in food tips.



### Snap Beans Are Nutritive.....

They are a rich source of the protein which makes for efficiency and endurance in daily chores. They have large amounts of Vitamins A and C, and a moderate amount of Vitamin B-1. They are also a source of body-building minerals, chiefly iron and calcium.

### Beans By Any Other Name.....

Actually, snap beans are the up-to-date streamlined version of string beans, and are still called string beans in many regions. Plant breeders worked to eliminate the tough string, so that in recent years their original name has been inappropriate, and the new name for the beans is "snap beans".

### Snap Beans Are Good For Canning.....

Because snap beans are plentiful and reasonably priced, they're a good bet for canning right now. Snap beans must be fresh for best canning results. One way of determining their freshness is to bend them. If they resist and snap, then they're fresh...if they bend, then chances are they're well on the way to wilting.. If their color is bright, that's another indication that they're young and recently picked. The beans should be selected when the pod is young and tender...and the beans are just beginning to form. At this stage, they're richer in vitamins, and equal to green leafy vegetables in food value..

### If Canning Snap Beans By Pressure Cooker.....

Wash them thoroughly. Cut the beans into even lengths.. Place them in boiling water, and pre-cook at boiling for five minutes. Then, while they're still hot, place them in clean hot containers. Pack the beans loosely, and cover with the cooking liquid, leaving a half-inch head space. It's important to work quickly at this stage. Add a teaspoon of salt to each quart, and press out the air bubbles by pushing a knife blade down the sides of the jar. Seal the jar, and place in the pressure canner. Have two or three inches of boiling water in the canner, so that it doesn't boil dry. Place the jars so that they don't touch...steam must flow all around them. Now place lid on the canner. IT IS MOST IMPORTANT TO FOLLOW EXACTLY THE MANUFACTURER'S DIRECTIONS, to avoid accidents and waste of precious jars of food. If heat and pressure are even, cooking time should be 40 minutes for quart jars of beans and thirty for pints at sea level.

### The Brining Method.....

If you don't have a pressure cooker, save your snap beans for brining. This can be done in a variety of ways. One of the best is brining with a weak brine plus vinegar. The product brined by this method has a decidedly acid taste, rather low in salt content...but it's very good.

Wash fresh sound green beans thoroughly. Steam them for about five minutes, or boil them in water for the same length of time. Cool promptly in cool water. Cut the beans into even lengths. Use a stone jar or crock for your container...and cover with a plate that fits loosely inside of it. A weight is needed to keep the bean under the brine. For this, a glass jar or jug filled with hot water and sealed, or a paraffined brick would do.



The brine consists of one-half pound of salt dissolved in a gallon of water to which has already been added one cup of sour vinegar. The amount of brine needed will be half the volume of the beans to be brined.

The brining process itself is simple. First pack the cut beans firmly into the container. Then add the brine. Cover snugly with two or three layers of cheesecloth. Place the inside cover and the weight on top of the cheesecloth. To keep the inside of the container clean, it's wise to use some sort of lid...or to tie another cloth over the top. Set the jar in a fairly cool place, at a temperature of about 70 to 80 degrees Fahrenheit.

In a few days a white scum will appear on the brine surface. This should be removed as it appears, by removing the inside cheesecloth. The scum will stick to the cheesecloth, and the brine will remain clear. Squeeze the cheesecloth gently so that none of the brine will be wasted. Wash both the cover and the weight. It would be wise to have several cheesecloths...so that you can dry the covers several hours in the sun after you wash them.

After about two weeks of fermentation, pack the beans in glass jars. Cover them with the brine. Then place the partially sealed jars on a rack in a water bath with the hot water covering the tops of the containers. Keep the water boiling in the cooker...25 minutes for pint jars and 30 minutes for quart jars. Cool quickly and keep out of cold drafts. Then store the jars in a well-ventilated, cool, dry place.

#### The Freezing Method.....

Snap beans for freezing must be the very best quality. They must be as fresh as possible. If it's necessary to keep them a few hours before freezing, be sure to keep them in the refrigerator.

In freezing, first wash the beans thoroughly. Steam or blanch them in boiling water for 2 or 3 minutes. Cool them immediately and cut them into regular lengths. Then pack the beans into glass or tin containers and seal. Or, you might want to use special waxed freezer cartons. Put the containers in your freezer, and you have a winter supply of vegetables to supplement your canned foods.

#### A Final Note.....

The reason we're stressing the preservation angle of snap beans, rather than the eating-right-now-angle, is that the War Food Administration has designated July as National Food Preservation Month. Besides that, as you probably know, by now, the prospects for commercially canned foods this winter are lower than they have been in some time. So, if you talk about snap beans, and about canning them, it will serve two purposes...first, to move a plentiful food, and second, to help homemakers fortify themselves against lower supplies of commercially canned foods this winter.

FEATURE THESE.....

Here are lists of the plentiful fresh fruits and vegetables in major markets in this region. We suggest that you feature these fresh foods when you give meal--planning suggestions to your listeners. This is the seventh installment of this feature which you'll find in "RADIO ROUND-UP ON FOOD" each week.

Latest wire information from our Market News Office is the basis for this report. For daily developments during this current week, phone your local market news office.

BOSTON

Snap Beans  
Blueberries  
Cabbage  
Carrots  
Cucumbers  
Lettuce  
Peppers  
Potatoes  
Raspberries  
Squash  
Tomatoes  
Watermelons

NEW YORK CITY

Snap Beans  
Beets  
Blueberries  
Cabbage  
Currants  
Dewberries  
Gooseberries  
Lettuce  
Melons  
Peaches  
Potatoes  
Raspberries  
Spinach  
Squash  
Tomatoes

PHILADELPHIA

Snap Beans  
Apples  
Beets  
Blueberries  
Cabbage  
Huckleberries  
Potatoes  
Raspberries  
Squash  
Tomatoes  
Watermelons

WASHINGTON, D.C.

Snap Beans  
Avacadoes  
Corn  
Tomatoes

PITTSBURGH

Snap Beans  
Apples  
Apricots  
Beets  
Cabbage  
Celery  
Cucumbers  
Lettuce  
Small Oranges  
Peaches  
Peppers  
Potatoes  
Spinach  
Tomatoes  
Watermelons

BALTIMORE

Snap Beans  
Beets  
Lettuce  
Squash  
Tomatoes

Comment.....

July is one of the months of abundant fruit and vegetable production. Watch for the announcements of your local radio station and Federal-State Market News representatives. Berries, melons, and peaches should be in abundant supply in July.

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# Radio Round-up

## on food...

A Service  
For Directors of Home Forum Programs

New York, 7, New York  
July 15th, 1944

.....W-H-A-T-'S      I-N-S-I-D-E.....

.....  
TURKEY TALK IN JULY...Holiday dinners for our fighting men.  
.....

THE FAT OF THE LAND...Butter and cheese prospects.  
.....

FREEZING FRUITS AND VEGETABLES...Find out more about it right here.  
.....

EGGS IN DAILY MENUS...Send for a brand-new, useful pamphlet.  
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FRUIT BUTTER THE BREAD...Directions for a delicious favorite.  
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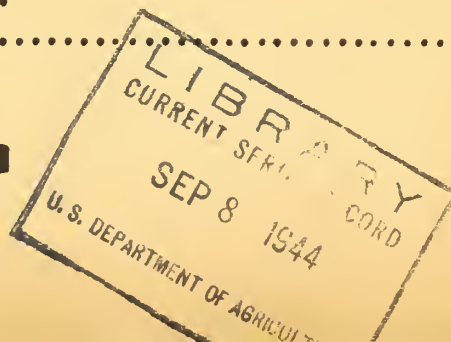
ANOTHER TRIP FOR THAT WOODEN CONTAINER...Tips on the container situation.  
.....

BEHIND THE SCENES WITH THE W.F.A......Programs and how they work.  
.....

FOOD FACTS...Filler-facts for your use.  
.....

FEATURE THESE...Plentiful fruits and vegetables.  
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**War Food Administration  
Office of Distribution**





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.....TURKEY TALK IN JULY.....



Turkeys sent to American fighting forces have played an important role in building morale since the war began. As a result, holiday dinners this year will again feature turkey and "fixings" wherever an American fighting force is stationed.

The turkeys will be obtained by the U.S. Army Quartermaster Corps under a set-aside order announced by the War Food Administration; to be effective July 17th, 1944. This order, WFO 106, will operate

in nearly all the states west of the Mississippi River, in Illinois, Wisconsin, and Delaware, and in certain counties in Virginia, West Virginia, and Maryland. These are the nation's major turkey producing areas. All turkeys marketed and dressed in those areas will be set aside until the quantity needed is obtained. While the actual quantity to be procured for all the Armed Forces cannot be disclosed, the amount will probably exceed the 35 million pounds obtained under a similar food order last year. The amount will be in addition to the 8 million pounds of hen turkey obtained during April and May.

Last year turkeys for Thanksgiving, Christmas and New Year's Day dinners went by ship, plane, truck, jeep, muleback and manback to battle fronts. Sailors and marines wounded on Tarawa ate turkey in sick bay aboard ships that evacuated them from the island. Turkeys were cooked in galleys of American fighting surface ships and submarines in the Pacific, the Atlantic, and the Mediterranean. Turkeys were featured holiday courses for our forces stationed in North Africa, Italy, England, and at home.

Since the requirements for the Armed Forces are greater this year, the supply of "holiday birds" for civilians will be somewhat smaller. It is expected that civilians will have available about 3 pounds of turkey per capita this year. This is only about a quarter pound less per person than last year. Due to favorable weather and growing conditions thus far in the major turkey producing areas, turkey slaughter is expected to total 480 million pounds compared with an actual total of 466 million pounds last year. By way of comparison, in the pre-war years 1935--39, the average per capita consumption was 2.6 pounds of turkey.

.....THE FAT OF THE LAND.....

Because the peak season for milk production is passed, less butter and cheddar cheese will be available for our total civilian population during the July through September period...less than for the past three months. With the exception of butter, the supply picture of other edible fats and oils is improved. Civilians will be getting one billion, 41 million pounds for consumption during July, August, and September, compared with 998 million pounds for the past quarter.



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The civilian allocation of butter for the next three months is down about 37 million pounds...about 395 million pounds compared with 432 million pounds for April through June. Because of Armed Forces requirements, it will be necessary to continue the butter set-aside program through September or October. So civilians can expect less butter the rest of this year than they had the past six months.

Cheddar cheese supplies for civilians will also be smaller during the present quarter...103 million pounds compared with 120 million pounds for the preceding three-month period. The current allocation is larger than for the months October 1943 through March 1944 when civilians were getting 90 million pounds each quarter. While the cheddar cheese allocation has been cut, civilians will have about 6 million more pounds of Swiss, Italian, limburger, and other similar types of cheese during the next three months.

Evaporated milk supplies for civilians, too, will be smaller during the next quarter...about 383 million pounds compared with 435 million pounds from April through June. In partial compensation, the condensed milk allocation has been upped about four million pounds.

#### .....FREEZING FRUITS AND VEGETABLES.....

For the year beginning July 1st, war requirements will take slightly more than half of our supply of commercially canned fruits and vegetables. So folks who can get fresh produce are planning to supplement winter meals with foods preserved at home. They will be canning, brining, drying and freezing foods.

Where freezer locker storage is available, it is one of the best means of food preservation. Vegetables and fruits that are frozen keep almost all of their natural color, flavor, and nutritive value.

All fresh foods contain bacteria and organisms that multiply and soon spoil food at ordinary temperatures. While the action of bacteria and enzymes is not stopped completely by freezing temperatures, it is slowed. So foods at zero degrees Fahrenheit keep for six months to more than a year in about the same condition as when they were first frozen.

The Bureau of Agricultural and Industrial Chemistry in the U.S. Department of Agriculture has recently issued a bulletin telling how to prepare vegetables and fruits for freezing. The pamphlet outlines preparation steps and methods of packing. For a free copy, write to the Office of Information, U. S. Department of Agriculture, Washington, 25, D.C. and ask for bulletin AFI-100, "How To Prepare Vegetables and Fruits For Freezing".

#### .....EGGS IN DAILY MEALS.....

Eggs served "as eggs" or hidden in the cooking are a versatile food in summer meals.



The Bureau of Human Nutrition and Home Economics in the U. S. Department of Agriculture has just issued a pamphlet, "Egg Dishes For Any Meal". This pamphlet on yellow paper tells first the familiar ways to fix eggs, stressing a few fundamental rules so that the eggs will not be cooked to a tough and leathery state. There are over 40 recipes given for using eggs...with vegetables and cereals... in salads, salad dressings, and sandwich spreads... as custards and other desserts.

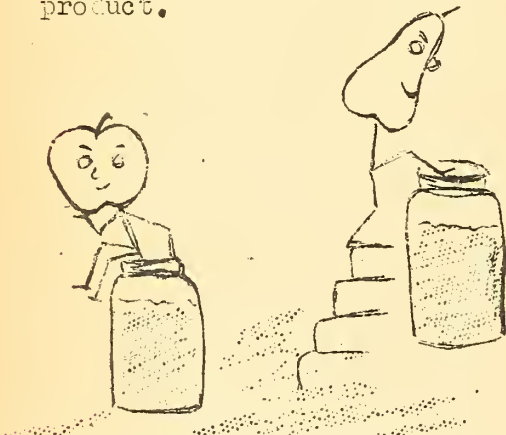
Although eggs are still in good supply across the country, the recipes in this pamphlet can be used whether eggs are scarce or plentiful. The smaller number of eggs called for in a recipe give an appetizing dish. But when the homemaker has an abundance of eggs, she can use the large number called for in the recipe and get more food value. Egg dishes, such as custards and puddings, will be smoother and richer when more eggs are used.

Broadcasters may wish to tell their listeners of this 16 page booklet, A free copy may be obtained by writing the Office of Information, U.S. Department of Agriculture, Washington, 25, D.C. Ask for bulletin AWI-89, "Egg Dishes For Any Meal".

#### .....FRUIT BUTTERS: THE BREAD.....

With butter supplies smaller the rest of the year, the wise homemaker is now making jelly and fruit butters to stretch the "spreads" on toast and sandwiches this winter.

Fruit butter is more economical of sugar than any other fruit spread. Also, many fruits too small or imperfect in shape for canning make excellent fruit butter. Since no straining of the fruit is necessary as for jelly, fruit butter also saves on preparation time and increases the bulk of the end product.



The fruits most commonly used for butters are tart apples, apricots, grapes, peaches, pears, plums, and quinces. Apple butter made with cider has an especially good flavor. Or apples may be combined with grapes, quinces or plums.

To make fruit butter, use only sound, ripe fruit...or firm portions of windfalls or culls. Cook the fruit until soft, stirring constantly. Press first through a colander and then a fine sieve to give the fruit a smooth consistency. The quantity of sugar varies according to taste, but the usual proportion is half as much sugar as fruit pulp. A fourth to a half teaspoon of salt added to every gallon of butter brings out the flavor of the fruit. Boil the sugar and fruit mixture rapidly, stirring as it boils so it won't burn. As the butter cooks down and becomes thick, turn the heat lower to prevent spattering. When the butter is thick, test by pouring a spoonful

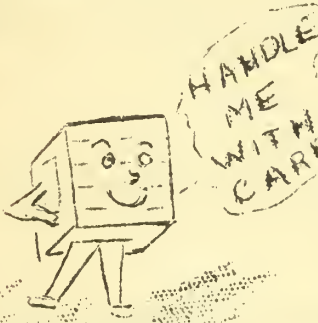


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on a cold plate. If no rim of liquid appears around the edge, the butter is done. Then stir in spices as desired...one to two teaspoons of mixed ground spices to a gallon of the butter, may be just enough to give a delicate spiciness without hiding the fruit flavor. Pour the boiling hot butter into hot sterilized jars and seal.

.....ANOTHER TRIP FOR THAT WOODEN CONTAINER.....

There's a shortage of wooden containers. This fact, plus a bumper harvest of fruits and vegetables in prospect, has prompted the War Food Administration to urge grocery stores and consumers to use every means to save precious boxes and baskets.



Wooden containers when returned to market channels have re-use value. Orange crates can be used to ship peaches, apples, or vegetables. And it is estimated that as high as 60 percent of some commodities such as cucumbers, beans and broccoli could be marketed in used wooden crates or hampers.

Thousands of empty wooden containers are now used by retailers to hold groceries purchased in their stores and carried home by customers. Few of these containers ever find their way back to commercial use again. They are usually burned or destroyed.

Broadcasters can help in the container salvage campaign. You might urge listeners to use a cloth shopping bag to carry home the larger purchases of food stuffs. Tell them if the merchant packed their groceries in a wooden box last week, not to discard it. Have them take it back to the grocery store for carrying the food order home this week. The same suggestions holds true for cardboard cartons and large brown wrapping paper bags in which production is also limited.

.....BEHIND THE SCENES WITH THE W.F.A......

The Office of Distribution, War Food Administration, has the wartime assignment of seeing that necessary groceries are made available to our armed forces, allies, and territories. Stockpiles must be maintained in quantities sufficient to meet war needs. But when food reserves are no longer needed to meet non-civilian requirements, they are released to American consumers. Inventories are constantly reviewed. By so doing, danger of excessive surpluses to disrupt markets after the war is reduced and stocks are kept in fresh condition. To prevent deterioration in government owned foods...particularly of a perishable nature...the War Food Administration "turns" its stock which is an established trade practice.

As a result of this policy, the War Food Administration sold back into civilian trade channels more than 15 million dollars worth of food during May and June. The list included canned fruits and vegetables, dried fruit, dairy products, eggs, beans, peas, rice, fish products, and Irish potatoes for manufacture of starch.



Occasionally the inventory reveals relatively small lots of food which are "out of position" for government use. This means, for example, that food sent to one part of the country for shipment overseas may be released to the trade because of changed shipping schedules.

Some of the stocks released were built up as a result of purchase under price support programs...which the War Food Administration has undertaken to encourage production and to assure adequate supplies. These purchases are made during the period of peak production, and as production declines and the market can absorb the commodities they are fed back to consumer channels.

The War Food Administration's Office of Distribution through its sales division is attempting to make use of established normal trade channels to release food stocks for civilian use. Generally, the original packer is given the first chance to buy back food stocks. Any balance not sold in that manner is distributed through other usual trade channels.

#### Marketing Plentiful Foods.....

Although American produced food cannot always fill every wartime demand put on it by civilians, our armed forces and allies, there are periods of market surpluses...at least seasonally and locally.

This periodical abundance may be due to particularly favorable growing weather and above normal yields. Or a crop may be overplanted because the year before there was a below average yield and prices at the market advanced. Or, sometimes storage and transportation facilities are limited.

The Office of Distribution, War Food Administration has been assigned the job of seeing that food produced on American farms is available at the place it is needed at the right time and in the proper form. When there are plentiful foods...especially perishables...the War Food Administration attempts to see that they are consumed fresh or canned and stored for future use. This not only helps to assure adequate diets for the civilian population the year around, but provides the American farmer a market.

To keep the American public informed as to plentiful foods, the Office of Distribution issues a weekly check list...also an advance list of foods likely to be plentiful for the month ahead.

Market news reporters at most important terminals issue daily and weekly reports of the amounts, quality and prices of fresh produce. Regional and district offices of the Office of Distribution call attention to the supplies of food in their areas. Local Nutrition Committees are provided with food supply information in order that they may contact consumers in various ways. And whenever a commodity promises to be so plentiful as to require a special drive, a fact sheet is prepared and sent to other government agencies, to the trade, and various other groups who might help on the program.

.....NEWS OF THE NORTHEAST REGION.....

(Cleared by OWI with an "A" essential rating)

FOOD FACTS ABOUT.....

1. Limes.....The name "limey" for the British came from the fact that British sailors carried limes with them at sea to prevent scurvy. They had the right idea, for citrus fruits provide Vitamin C.
2. Dried prunes.....The dried prune may be seen in a new dress soon, due to a new type of processing. Prunes steamed before dehydration have the pink to red meat of the fresh fruit, and the skin is golden yellow.
3. Conservation.....George Washington once wrote to his steward at Mount Vernon "...nothing, however trifling, ought to be wasted that can be saved, nor bought if you can do well without it." What was good enough for Mount Vernon certainly should be a rule for us to follow!
4. Rust.....If kitchen knife blades are stained by rust or fruit, rub them with a cork stopper dipped in water and then in fine scouring powder.
5. Cabbage.....Back in the 2nd Century B.C., Cato was recommending the use of "mashed" cabbage as a treatment for "bruises". Now Doctor C.S. Pederson and his associates at New York State experiment station at Geneva have discovered that cabbage juice has definite germicidal properties.

FEATURE THESE.....

Here are lists of the plentiful fresh fruits and vegetables in major markets in this region. We suggest that you feature these fresh foods when you give meal--planning suggestions to your listeners. This is the eighth installment of this feature which you'll find in "RADIO ROUND-UP ON FOOD" each week.

Latest wire information from our Market News Office is the basis for this report. For daily developments during this current week, phone your local market news office.

(-O-V-E-R-)

BOSTON

Snap Beans  
Cabbage  
Cantaloupes  
Lettuce  
Onions  
Peaches  
Potatoes  
Tomatoes

NEW YORK CITY

Apples  
Snap Beans  
Beets  
Cabbage  
Cantaloupes  
Celery  
Cucumbers  
Lettuce  
Melons  
Peaches  
Peas  
Potatoes  
Watermelons

PHILADELPHIA

Apples  
Lima Beans  
Beets  
Cabbage  
Cantaloupes  
Celery  
Corn  
Peaches  
Potatoes  
Tomatoes

WASHINGTON, D.C.

Snap Beans  
Lima Beans  
Cantaloupes  
Corn  
Lettuce  
Peaches  
Peas

PITTSBURGH

Apples  
Snap Beans  
Cabbage  
Cantaloupes  
Carrots  
Celery  
Cucumbers  
Lettuce  
Peaches  
Tomatoes  
Watermelons

BALTIMORE

Snap Beans  
Beets  
Cucumbers  
Lettuce  
Potatoes  
Squash

Comment.....

Supplies of different varieties of berries are still available in some markets. Cantaloupes and other melons should be selected with care because the large volume now arriving cannot help but include some "off condition" melons. Increased supplies of apples will be welcome, as they still are the favorite fruit in many homes.



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# Radio Round-up

## on food...

A Service  
For Directors of Home Forum Programs

New York, 7, New York  
July 22nd, 1944

.....W-H-A-T-'S I-N-S-I-D-E.....

A FLAG MARKS THE SPOT.....All about "A" Awards.

VITAMINS: LOST, STRAYED OR STOLEN.....or.....how to conserve them  
in cooking.

FEATHERWEIGHT VEGETABLES.....Methods and other data about dehydra-  
tion.

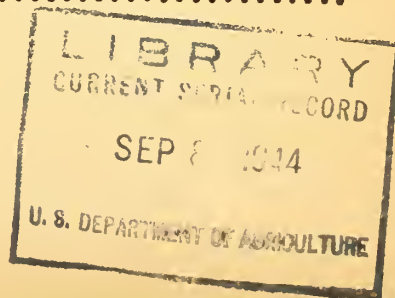
SOUP IN DRY FORM.....Some handy facts about dehydrated soup.

WARTIME FOOD REPORT.....Up-to-the-minute on Allied eating .

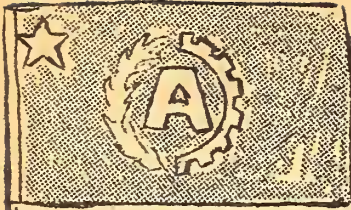
FOOD FACTS.....Filler facts for your use.

FEATURE THESE.....Plentiful fruits and vegetables.

**War Food Administration**  
**Office of Distribution**



.....A FLAG MARKS THE SPOT.....



Food processors who have gone ahead to set records in quality and quantity of production, despite war-time difficulties, are receiving the War Food Administration's "A" award for achievement.

At present, 172 food processing plants across the country are flying the "A" award flag which represents the same high standards of work for food processing as the Army-Navy "E" award does for industrial production.

The verdant green background of the flag symbolizes the agricultural base of the food processing industry. The center design...a circle formed by a head of wheat on one side and a steel gear on the other...signifies full agricultural production. Within the circle of the blue "A" for achievement. A white star in the upper left hand corner of the flag indicates a year of outstanding accomplishment.

The flag must be won anew each year. However, once a plant gets recognition, it strives to maintain a high record of production in order to be eligible for a new flag. Each successive flag carries an additional service star in the left hand corner...one for each year the award is granted.

The flag was designed to represent the cooperative spirit of the plant as a whole. A pin has also been designed for employees to wear as their personal symbol of cooperation. The pin bears the central device carried on the flag and the words, "Achievement Award...Food Fights For Freedom". Over 100,000 food processing workers in the United States have earned these pins.

Nominations for the "A" award are originated by Regional Directors of the Office of Distribution, War Food Administration...or by commodity branches of the Office of Distribution, in Washington, D.C. Any employee of the Office of Distribution may also propose a plant for consideration. An Awards Board then considers the nominations and recommends final action to the Director of Food Distribution.

Both the War and Navy Departments have expressed their desire to have a part in awarding the "A" to outstanding food processors. Therefore, an army or navy officer makes the presentation of the flag at a special ceremony at the recognized plant.

.....VITAMINS: LOST, STRAYED OR STOLEN.....

Fresh air and water are good for man and beast...but not for the life of a vitamin.

The homemaker who wants to assure her family vitamins in proportion to the vegetables and fruits consumed, must buy only the amount of perishable foods her family will eat. The longer vegetables and fruits stay in the market and in home storage, the more vitamins lost.





Vitamin C is easily destroyed. Heat and air are two of its common enemies and water will dissolve it. So even though some of the "greens", which are relatively good sources of Vitamin C, may seem dirty when they come from the garden, they should not be soaked in water. Wash them quickly in one water bath. Lift them out and place in fresh water. By several quick rinsings, the grit and dirt will sink to the bottom of the basin and the vegetables will not be bruised or crushed. And crushing, also is another way to lose some of the Vitamin C.

When cooking fresh greens use just enough water to keep them from sticking to the pan. By cooking vegetables in briskly boiling, slightly salted water, Vitamin C is retained longer...but remember to use as little water as possible.

The less cut surfaces there are, the less vitamins will be exposed to water and air. Cut vegetables in large pieces rather than small ones...or better yet, boil them with skins on.

Vegetables that are to be grated or diced should be fixed just before using. Cole slaw, for example, should be shredded at the last minute so the air will not have much time to destroy the Vitamin C. Vegetables that are shredded lose less vitamins than those that have been chopped. The use of a plastic knife for shredding, results in less vitamin loss than using a metal one.

Thiamin, riboflavin and niacin...three of the B Vitamins, are soluble in water also. Foods rich in these vitamins should not be soaked, and the liquid in which they are cooked should be used.

There is a knack of preparing frozen foods in order to keep the vitamins too. Keep them frozen hard until you're ready to use them. Vegetables should be placed frozen, into slightly salted, boiling water.

In canning, acid fruits and tomatoes retain their Vitamin C better than do non-acid vegetables. A good bit of the B vitamins dissolve in canning, so if the liquor in the jar is not used, much of this vitamin value will be lost.

Whether foods are canned, frozen or dehydrated, there are several points to remember if vitamin value is to be retained. Select produce of prime quality and maturity. Second, prepare food immediately before it has time to deteriorate. Use product within a year, if possible, from the time it was prepared.



.....FEATHERWEIGHT VEGETABLES.....

From January through June of this year, 120 million pounds of dehydrated vegetables have been produced to meet the immense needs of war...90 percent of this output going to the Armed Forces and countries under Lend-Lease.

While there were only 18 vegetable dehydration companies in the United States the beginning of the war, there are now around 150. Dehydrated foods have played an important role in this war because they save cargo and shipping storage space. In addition, dried foods keep well and retain much of their original food value, flavor and texture.

Vegetables for dehydration are cut into cubes, strips or shreds. Then they are placed on trays or conveyor belts and either dried in cabinets or run through drying tunnels. The drying time ranges from eight to fifteen hours...the principle being to dry the vegetables from the inside out. The exterior of the vegetables is kept moist by controlled humidity in the drier until the inner product is of a desired temperature. Most of the water is evaporated in the early stages of drying then the heat is decreased.

As you may know, vegetables are 75 to 95 percent water. At the end of the dehydration process, this water content is cut to as little as 5 percent, and the vegetables shrink from one-third to one-sixth the size when fresh. This method of processing cuts weight even more than bulk...to one-tenth that of the raw product.

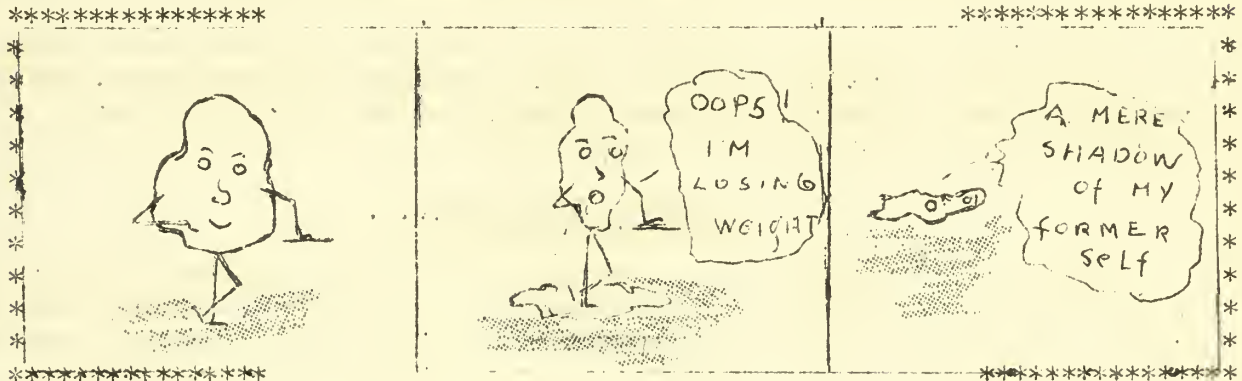
As soon as the water has been evaporated, the vegetables must be sealed immediately. The development of the container industry for dehydrated vegetables is almost as important as the dehydration itself. The container must be moisture, air, vapor and grease-proof. It must be odorless, tasteless and non-toxic. Besides this, it must be strong and durable immune to insects and corrosion. Most of the dehydrated vegetables are at present packed in five-gallon tin containers. Two of these containers are packed in a wood or fiber outer shipping case which is reinforced by metal strapping for shipment overseas.

Dehydrated carrots, onions, turnips, white and sweet potatoes, cabbage and beets taste about the same as fresh stored vegetables when they have been reconstituted with water. Others take on an entirely new flavor when dried.

As for food value, freshly dehydrated vegetables contain about the same amount of protein, starch and sugar as fresh or canned vegetables. Some of the vitamin value is lost but this factor is being overcome as the dehydration process is improved. The faster the water-evaporation, the less vitamin loss there is.

Dehydration as a method of food processing is old. The Egyptians dried foods thousands of years ago. The American Indians were drying corn, meat, and fish long before the white men came to this country. Their pemmican was made from strips of buffalo meat which was beaten until crumbly. The Indians added melted tallow to these meat crumbs and the mixture was stored in leather

bags where it would keep for long periods. Our New England forefathers took a tip from the Indians and dried corn, fruit and codfish. In fact, drying codfish for export was the first commercial food industry of North America. Dried vegetables were used during the war between the states. At that time, "dessicated vegetables"...as they were called...meant added nourishment and lighter packs for the soldiers. And when the Klondike gold rush was on, part of the grub supply for miners was dried potatoes. Then during the last World War, 9 million pounds of dehydrated foods...mainly potatoes and soup mixtures went overseas to our forces.



# .....SOUP IN DRY FORM.....

Dry mix and dehydrated soups have appeared regularly on the plentiful food lists for civilians this year. Since these dry soup mixes have come into volume production only since the beginning of the war, they are still unknown to many consumers.

The homemaker who lacks time to prepare soups at home will find the dry-mix and dehydrated soups a convenient food. These soups are packed in paper bags or boxes and the small package is usually sufficient for four to six servings. For preparation, water or milk is added, and after a few minutes of simmering the soup is ready for the family. However, the homemaker should follow directions on the box since each manufacturer has tested his own product for best results.

At present there is a great difference in the quality of the different brands of dry-mix and dehydrated soups. Some consumers may have tried brands that were not palatable and as a result have not made additional purchases. Since these soups under present packaging stay at peak quality only about six months, freshness is one of prime consideration when purchase is made. Consumers should select the freshest looking packages and get acquainted with the fast-moving brands. These dried soups grow stale in grocery stores and in homes; so they should not be purchased too long ahead of using time. And all the contents of a package should be used immediately when the package is opened. Some concerns code their packages on date of manufacture and systematically supply distributors with fresh stocks. By removing from shelves the over-age stocks, they assure the customer a product of high quality.

The nutritional value of these soups is largely that of the chief ingredients...cereals, legumes or vegetables.



About 75 percent of the dry-mix soups manufactured at present have a cereal base and are the chicken noodle or beef noodle variety. In the remaining 25 percent produced, legumes or vegetables are the major ingredients. A few of the legume dry-mix soups have a soybean base. Pulverized peas and beans are the major ingredients. For food value, these dry-mix soups made with legumes are the most significant. The vegetable dry-mix soups are made from a variety of dehydrated vegetables, a few with a soybean base. Dehydrated carrots and white potatoes are the principal vegetables used.

Dehydrated soups for civilian use are made from vegetables and other products which are combined into a liquid soup and then dehydrated. This variety, which represents less than 2 percent of the total dry soups manufactured, is used chiefly as baby food.

.....WARTIME FOOD REPORT.....

Now that the Combined Food Board has released its pioneer report on the food supplies of the United Kingdom, Canada, and the United States, comparisons can be made between current and pre-war eating habits in the three countries.

Checking on the milk supply, the report shows that in 1943, Americans were using about 16 percent more milk and milk products (excluding butter) than before the war. Canada, too, has been using more milk than before the war, but the Canadians do not eat much cheese. English consumers are eating more than twice the amount of cheese that Americans eat and more than three times as much as Canadians. But they are still getting 25 percent less milk and milk products than we are.

Americans have fared well at the meat course, having received on the average of 141 pounds of meat per person last year. Before the war the average per capita consumption was 134.9 pounds. The average Canadian got about 134 pounds of meat in 1943 and the average Britisher got only about 107 pounds.

Amazing is the fact that before the war, Americans were eating five times as much poultry as the British, and now we're actually consuming 12 times as much. England's fish consumption is still double that of Canada and the United States. In terms of both poultry and fish, the average Britisher got only 18 pounds while the average American got about 28 pounds.

England's supply of eggs is only about one-half that of the United States. There, the consumer received about 29 shell eggs last year. Dried eggs, obtained through lend-lease, are helping to fill in the gap.

As far as lard and shortening and other fat-bearing foods are concerned, English supplies are seriously deficient...15 percent less than America's. The English have always eaten more butter...than Americans, although not so much as Canadians who are the biggest butter eaters in the world.



In the U.S. our fresh fruit production is limited only by weather and crop yields. During the war, our consumption of tomatoes and citrus fruits increased by 16 percent. Total citrus fruit and tomato supplies averaged 103 pound per capita; and other fruits totaled about 104 pounds per capita. Each Canadian got about 62 pounds of tomatoes and citrus fruits, and about 72 pounds of other fruits last year. In Great Britain expectant mothers and infants have had an adequate supply of fruit juices, but to the ordinary consumer a glass of fruit juice is a rare treat which comes only once or twice a year. English housewives are finding potatoes a poor substitute for citrus fruits, even though potatoes contain Vitamin C.

With all her imports cut off, Canada has been forced to rely on her own short growing season for her vegetable requirements. Her supplies of green and leafy vegetables averaged 33 pounds per capita. The British have a program similar to our Victory Gardens, which they call the "Dig For Victory" Campaign, that has been so successful that England now has vegetable supplies large enough to insure every one 133 pounds of green vegetables. This is 42 percent larger than that of the United States.

In contrast to the food supplies in these three countries here are the amounts of food allowed the average consumer in Germany each year: 28 pounds of meat, 23 pounds of fat, 26 pounds of sugar and 26 quarts of skimmed milk. Food rations in most of the occupied countries are even lower.

.....NEWS OF THE NORTHEAST REGION.....

(Cleared by OWI with an "A" essential rating)

FOOD FACTS ABOUT.....

1. Artichokes.....The Ancient Greeks and Romans believed that the juice of pressed artichokes restored the hair of bald men if rubbed into the scalp.
2. Carrots.....The ancient people had ideas about carrots, too before their eating value was discovered. For example, the Greeks used carrot seeds as a medicine against snake bite.
3. Cherries.....Have an historic past. According to literature, cherries grew in Ancient Europe and Western Asia. It is thought that they were cultivated as early as 300 B.C. An ancient Roman general is supposed to have taken them from Asia Minor to Italy, and from there cherry cultivation spread all over Europe. Centuries later, cherries found their way to America with some early settlers.
4. Honey.....Until sugar came into world-wide use at low cost, honey was the principal sweet food for most countries. A combination of two simple sugars, honey is still preferred by many cooks for its distinctive flavor. Honey taken from hives may be sold in the combs, or in sections of combs. More often, however, it's extracted by centrifugal force, very much as cream is separated from milk.

5. Picnic.....is a combination of two old French words. In the French slang, the word is piquenique, and means literally "to choose very little of practically nothing".

FEATURE THESE.....

Here are lists of the plentiful fresh fruits and vegetables in major markets in this region. We suggest that you feature these fresh foods when you give meal-planning suggestions to your listeners. This is the ninth installment of this feature which you'll find in "RADIO ROUND-UP ON FOOD" each week.

Latest wire information from our Market News Office is the basis for this report. For daily developments during this current week, phone your local market news office.

BOSTON

Snap Beans  
Cabbage  
Cantaloupes  
Carrots  
Onions  
Peaches  
Peas  
Tomatoes  
Watermelons

NEW YORK CITY

Cantaloupes  
Celery  
Corn  
Lettuce  
Peaches  
Peas  
Watermelons

PHILADELPHIA

Beets  
Celery  
Potatoes  
Tomatoes  
Watermelons

WASHINGTON, D.C.

Snap Beans  
Cantaloupes  
Celery  
Corn  
Tomatoes  
Watermelons

PITTSBURGH

Apples  
Snap Beans  
Beets  
Cabbage  
Carrots  
Celery  
Corn  
Grapefruit  
Lettuce  
Peaches  
Peas  
Potatoes  
Tomatoes  
Turnips  
Watermelons

BALTIMORE

Lima Beans  
Beets  
Cucumbers  
Peaches  
Squash  
Tomatoes  
Watermelons

Comment.....

The time to buy is when supplies are abundant. For some crops, that period of abundance is very short. Two examples...are sweet corn and watermelon. They are now available in ample quantities in most localities in the Northeast region, but they will soon be gone.

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SEP 8 1944  
U. S. DEPARTMENT OF AGRICULTURE



# Radio Round-up

## on food

A Service  
For Directors of Home Forum Programs

New York, N. Y.  
July 29th, 1944

.....W-H-A-T-'S      I-N-S-I-D-E.....

- .....
- MILK SUPPLIES FOR AUGUST.....As much milk, but less ice cream.
- .....
- RECIPE-MENU CONTEST POLLS FOOD INTEREST.....Contest winners.
- .....
- "RELISHING" THOSE MEALS.....Send for new bulletin.
- .....
- FOR THAT SOUR NOTE.....Vinegar and the war.
- .....
- WHAT RUSSIA EATS.....Of certain interest to your listeners.
- .....
- FOOD GOALS AND ALLOCATIONS.....What they mean to us.
- .....
- PLENTIFUL FOOD INFORMATION.....in the Northeast Region.
- .....
- A STITCH IN TIME.....Hot weather care of kitchen equipment.
- .....
- FOOD FACTS.....Filler facts for your use.
- .....
- FEATURE THESE.....Plentiful fruits and vegetables.

**WAR FOOD ADMINISTRATION**

**Office of Distribution**



.....MILK SUPPLIES FOR AUGUST.....

American consumers will be able to buy about the same amount of milk, chocolate milk, buttermilk and cottage cheese during August as they purchased in July. They will be getting less cream, though, because of the short supply of butterfat.

War Food Order 79, issued by the War Food Administration, permits dealers to sell 100 percent as much fluid milk in August as they sold in June 1943. Their quota for milk by-products is 90 percent of June 1943 sales, and the quota for cream is 75 percent of the same base period. The reduction in the amount of cream which may be sold (the quota being 90 percent for July) is necessary to help with butter supplies. Butter production during the first five months of this year has run more than 80 million pounds less than during the same period in 1943. As a result the ration value on butter has been increased from 12 to 16 points, and butter supplies will be tighter this fall and winter.

You may recall that the milk conservation program was developed last fall. At that time it became apparent that the growing increase in domestic fluid milk consumption would reduce the amount of milk going for the manufacture of cheese, butter, evaporated milk and milk powder needed to meet essential military and civilian requirements. To avoid rationing, fluid milk sales were stabilized at the June 1943 level...a record month for civilian milk purchases. And any milk produced above the quotas then went into manufactured dairy products.

There are 35 market agents administering the milk conservation program in metropolitan areas throughout the United States. During the season of increased milk production they could increase the quotas wherever the supply and limited manufacturing facilities warranted any increase to save milk. This authority will expire at the end of July because milk production has now started its normal seasonal decline...10 percent less is expected in August than in July.

.....RECIPE-MENU CONTEST POLLS FOOD INTEREST.....

In the February 5th issue of "RADIO ROUND-UP" we told of a Victory Recipe-Menu Contest, being sponsored by the American Federation of Labor with the cooperation of the Nutrition Programs Branch of the War Food Administration. The contest ended May 31st and winners of the \$700.00 in war bonds and stamps were recently named.

The most heartening result of the contest was the increasing nationwide interest shown in good nutrition. Thousands of entries were received, with 31 states in the Union represented. The contest was unique in that the participants not only were required to submit a recipe for the main dish at dinner, but also menus for all meals for one day. To win a prize, the author not only had to have an outstanding recipe but the menus must include the Basic Seven Food groups which scientists tell us should be eaten daily for good health. The contest was cited in the Congressional Record as a notable contribution to the war effort on the home front.

There were five kinds of recipe--menu combinations on which a participant could write. 1) A no-ration point recipe (some food items in the menus for the other two meals could require ration points.) 2) A low-point main dish recipe (some food items in the menus for the other two meals could require ration points.) 3) A quick-cooking recipe which could be prepared in less than half an hour. 4) A recipe for a foreign dish, such as goulash or chop suey, which would be easily acceptable to the American public. 5) A recipe for a new food, such as soybeans, tastefully prepared.

The five winners of the first prizes, a \$50.00 war bond each, were Sarah M. Warteki, Cincinnati, Ohio (no ration point recipe). Dorothy Goudek, Milwaukee, Wisconsin (low-ration point recipe). Mrs. Clarence Voges, Medford Hillside, Massachusetts, (a quick-cooking recipe). Mrs. Margaret M. Morris, Garret Park, Maryland, (a foreign dish) and Mrs. Martin Stockey, Virginia, Minnesota, (a new food).

Second and third place winners in each type of recipe-menu were awarded \$25.00 war bonds. In addition, \$5.00 in war stamps were awarded to forty contestants, eight in each recipe group. Eighteen entries received honorable mention which brought each author one dollar's worth of war stamps.

The recipes and menus were examined by a panel of judges, each a nationally known authority on food. Miss Melva B. Bakkie, National Director of American Red Cross Nutrition Service; Miss Edith M. Barber, columnist, and author of a cookbook; Miss Nell Clausen, President of American Dietetic Association; Miss Ida Jean Kain, lecturer and author of a syndicated column; Dr. Louise Stanley, Chief of the Bureau of Home Economics, U.S. Department of Agriculture from 1923--43; Mrs. Herman H. Lowe, President of the American Federation of Women's Auxiliaries of Labor; and Dr. Mark Graubard in charge of Labor Education in Nutrition, War Food Administration.

In response to popular interest, the American Federation of Labor will soon issue in booklet form, for free distribution, all the winning recipes.

#### ....."RELISHING" THOSE MEALS.....

Pickle and relish preparations are literally taking over the kitchen of many an American home these days. This year with a large amount of the commercial stock of pickles going to the Armed Forces, more women will want to put up pickles and relishes at home.

There are many kinds of pickles. We usually think of pickles as cucumbers of various sizes. Actually, the term pickles refers to any vegetables or fruits that have been preserved in vinegar, salt, mustard, or other spices. Easiest to make at home are fruit pickles...peaches, crabapples, pears, etc. These fruits are left whole and simmered in a sweet-sour sirup. Then there are quick-processed pickles made from vegetables which are salted down overnight and combined the following day with boiling-hot vinegar and spice. Dills, old-fashioned cucumber slices, and piccallili are also favorites made at home. Last, are the relishes, such as tomato catsup, chili sauce, and chutneys made of vegetables or fruits, chopped and seasoned, or cooked down to a spicy sauce.



Pickles and relishes are not important for their food value, but they do provide variety in flavor and texture of food. Because of their spicy contrast to more bland foods they are considered important enough to send to the Armed forces...even in food supplies going to the front lines.

If broadcasters wish to recommend pickle and relish recipes to their listeners, there is a new Government bulletin off the press. It's called, "Pickle And Relish Recipes", and was prepared by home economists in the U.S. Department of Agriculture. A free copy may be requested from the Office of Information, U. S. Department of Agriculture, Washington, 25, D.C.

.....FOR THAT SOUR NOTE.....

As pickles, catsup and certain processed foods require vinegar both as a preservative and for flavor, the consumer may be interested in a few of the sidelights on the manufacture and supply of vinegar.

The two principal types of vinegar used in America are cider and white distilled vinegar. Cider vinegar made from apples has been less plentiful this year because of the <sup>small</sup> apple crop in 1943. Distilled vinegar, made from alcohol, molasses or grain, has been limited since the war because of the need to conserve these ingredients for military uses.

At the same time, demand for both types of vinegar has been higher than normal during the last two years due to increased quantities required for home canning and for the manufacture of commercially processed foods. This demand tended to deplete the normally large stocks of vinegar and inventories in late 1943 were reported to be the lowest in 25 years.

To assure adequate supplies of vinegar for industrial use and home canning in 1944 the War Food Administration months ago took steps to increase the production of distilled vinegar which would supplement the shorter supplies of cider vinegar.

Upon recommendation of the War Food Administration, the War Production Board amended the molasses conservation order. The change permitted molasses-using vinegar manufacturers to get 130 percent instead of 110 percent of their base period allotment of molasses for vinegar production.

Secondly, the WPB, on recommendation of the War Food Administration, granted alcohol-using vinegar plants 130 percent instead of 110 percent of their base period use of alcohol for vinegar production. The WPB also agreed to grant special allotments of alcohol to regular cider vinegar producers to enable them to produce distilled vinegar if their plant facilities permitted.

With these three actions, vinegar production was maintained at a much higher level than would have been possible otherwise. Consequently, adequate supplies of this preservative for cucumber pickles, tomato catsup, salad dressing, pickled meat and fish and home cooking are assured for American housewives and industrial users this year.



Homemakers purchasing vinegar for home canning should observe carefully the acetic acid content listed on the vinegar bottle label. Under the Federal Food Drug and Cosmetic Act, all vinegar must have a strength of at least 40 grains...or 4 percent acetic acid. This requirement is the housewife's protection against a watered vinegar. Good cider vinegar usually averages 50 grains...5 percent acetic acid ...in strength. These differences in potency becomes important when canning as recipes may need to be interpreted accordingly. The label must also state whether the vinegar is distilled; cider or mixed. Distilled or cider vinegar may be used inter-changeably, unless the homemaker prefers the apple flavor of cider vinegar.

#### .....WHAT RUSSIA EATS.....

How our Allies live, and what their food habits are, become subjects of increasing interest to Americans as the war continues.

Your listeners may be interested in knowing what Russians eat, day after day...and how they struggled to keep going when a rich share of their agricultural lands fell to the Germans.

Dr. Mark Graubard, a bio-chemist with the War Food Administration, has studied the food habits of peoples over the globe, including Russia. He points out that the Russians have depended mainly upon black bread, potatoes, and cabbage for their subsistence these war years.

Potatoes are the main-stay for many meals. They are usually boiled in their jackets and eaten with "borscht" a Russian soup. Borscht may be made with a beef stock base if the Russian housewife can get meat. But meat is very scarce; so more often this soup is made of onions, cabbage, parsley, beets or tomatoes.

Russians like a wide variety of fruits and vegetables. And unless the skin or rind is inedible, these fruits and vegetables are seldom pared. Raw vegetables are favorites, and children frequently munch on carrots and cucumbers. Onions and young sugar beets are also preferred raw.

When the Russians have the time and opportunity, they raise truck gardens. But since they don't have the equipment for canning that Americans have...and since there is little commercially canned food available...the Russians store their garden produce in cellars. Certain fruits, like apples, and pears are also stored in these cellars. As a result, country folk eat better than the city dwellers because they can raise much of their own food.

With beef scarce, Russians eat large quantities of fish, usually sardines and salted herring. A favorite meat dish is made from pigs' or calves' feet...cooked and jellied. Sometimes hard cooked eggs are sliced into the meat stock before it jells. Poultry and eggs are not generally found on the markets now.

Butter is almost unknown to most Russians as a spread on bread. Any fat the homemaker can get is used in cooking. Bread is spread with jam, often made from plums. Of course, sugar for jam making is very scarce in Russia now.

Russian bread is ordinarily made from rye, but it doesn't look like our rye bread. It's very dark, heavy and sour. The whole grain is used to make the bread which accounts for the color. Russians don't refine their cereal foods as Americans do.

Milk is given to children, but rarely drunk by adults. Cottage cheese mixed with raw vegetables and soured cream is a favorite dish, and sour milk is often eaten with a dish of potatoes.

An interesting dessert that is served in Russia is made by cooking carrots with sugar and spices. Desserts of any kind are a holiday "special" in Russia.

#### .....FOOD GOALS AND ALLOCATIONS.....

Through a system of food production goals and food allocations, the War Food Administration is working to see that needs of civilians, the armed forces and our Allies are fairly met.

Production goals established by the WFA on various crops and commodities in line with the needs of the various claimants. The goals must come before allocations are made because it takes time to grow crops. At best the goals can only provide a rough idea of what is needed in production. But without them the farmers and cattlemen would operate in the dark.

Allocations deal more with the distribution of the commodities produced within these goals. In making allocations of food to this group or that, the War Food Administration plans in terms of a year's supply and makes tentative allocations for such a period. But with weather and crop yields and changing war requirements entering into the production picture, the WFA does not make allocations definite for such an extended period as a year. So allocations made to all groups are reviewed every three months. By this method, the WFA bases its allocations closer to actual supplies available. Also, it can make any necessary adjustments...up or down the scale of production ...as a means of providing the food producer and processor with some knowledge of the job ahead.

#### .....NEWS OF THE NORTHEAST REGION.....

(Cleared by OWI with an "A" essential rating)

#### PLENTIFUL FOOD INFORMATION.....

The foods listed below are expected to be plentiful throughout the Northeast Region in general for the month of August. Your mention of these foods on your programs will help encourage wise use of our wartime food supply.

FRESH FRUITS AND VEGETABLES

OTHER FOODS

Tomatoes	!	Canned green and wax beans
Dry Onions	! **	Frozen vegetables, including
* Cabbage	!	frozen baked beans
Snap Beans	!	Dry-mix and dehydrated soups
Sweet Corn	!	Soya flour, grits and flakes
White Potatoes	!	Peanut Butter
Beets	!	Citrus Marmalade
Peaches	!	Wheat flour and bread
Early Apples	!	Macaroni, spaghetti and noodles
	!	Oatmeal

NOTE...(\*) During the latter part of the month.

...(\*\*) Where there are facilities for handling frozen products.

For current information on supplies of fruits and vegetables consult our weekly lists of markets in the region, or call the Market News office in your area.

A STITCH IN TIME.....

We're rounding the stretch into August, and the hottest of hot weather lies ahead. This is a good time to check on your kitchen equipment and do what you can to make summer more comfortable for cooking.

First on the list of equipment that needs care for good summer service is your refrigerator. Make sure the condenser coils are clean and free from dust. In most refrigerators, the coils are located behind or underneath the food chamber. If your refrigerator is electric, disconnect the motor before cleaning. Then brush off the coils with a long-handled brush, or clean them with the dust attachment to your vacuum cleaner.

Plan to store food carefully in your refrigerator for best results. Cover containers in the refrigerator, leaving foods uncovered dries them out too quickly. Try to collect square or rectangular covered dishes for refrigerator use...they take up far less room than round or oval ones.

Keep a small table near your refrigerator. That way, you can take out or put in several articles at once without opening and closing the door several times. Frequent opening and closing of the refrigerator wastes electricity fuel or ice, depending on the type, and it also cuts down the refrigerator's efficiency in preventing food spoilage.

If you have an electric fan, you're lucky indeed...and you should coddle it by having it oiled or packed with grease...whichever it requires. Spin the blades around to see whether it's bent...if it is, take it to a repair shop right away. It's best to set your fan on a fairly high shelf out of reach, or have it mounted securely on the wall...unless you have a lot of work surface. Also make sure your fan doesn't creep if it's on a smooth surface...since a fall may damage it so much it will be useless. Follow these suggestions and



we'll guarantee you....Happier August Cooking!

FOOD FACTS ABOUT.....

CABBAGE.....As far back as 1540 the French explorer Cartier sowed cabbage seeds in America. Some say the Dutch brought cabbage here with them from Holland; other reports insist that one factor in the willingness of the Dutch to pay \$24.00 for Manhattan Island was the cabbage growing there. Reports conflict...but they're all interesting.

CARROTS.....Before the eating value of carrots was discovered, women wore them as ornaments on their clothes or in their hair. They used both the roots and the tops...as homemakers should do when cooking carrots.

PEACHES.....Are native to China, and have been cultivated there since ancient times, both as food and as an ornamental garden tree.

WATERMELON.....According to legend, the watermelon was very popular with King Tut and his ancestors.

VANILLA.....The traditional drink of the Aztec rulers was a thick mixture of vanilla and cocoa beans, drunk from a golden cup. One of the Spanish officers with Cortez observed Montezuma drinking it...it became popular with the Spanish, and they took it back to Spain. In a short time, Spain and Portugal adopted the drink.

FEATURE THESE.....

Here are lists of plentiful fresh fruits and vegetables in major markets in this region. We suggest that you feature these fresh foods when you give meal-planning suggestions to your listeners. This is the tenth installment of this feature which you'll find in "RADIO ROUND-UP ON FOOD" each week.

Latest wire information from our Market News Office is the basis for this report. For daily developments during this current week, phone your local market news office.

(O-V-E-R)

...9...

BOSTON

Snap Beans  
Celery  
Lettuce  
Peaches  
Watermelons

NEW YORK CITY

Apples  
Lima Beans  
Snap Beans  
Beets  
Cabbage  
Cantaloupe  
Celery  
Green corn  
Cucumbers  
Lettuce  
Onions  
Peaches  
Peas  
Squash  
Watermelon

PHILADELPHIA

Apples  
Beets  
Cantaloupes  
Celery  
Egg-plant  
Lettuce  
Limes  
Peaches  
Green peas  
Watermelon

WASHINGTON, D.C.

Apples  
Snap Beans  
Cantaloupes  
Celery  
Okra  
Peaches  
Watermelons

PITTSBURGH

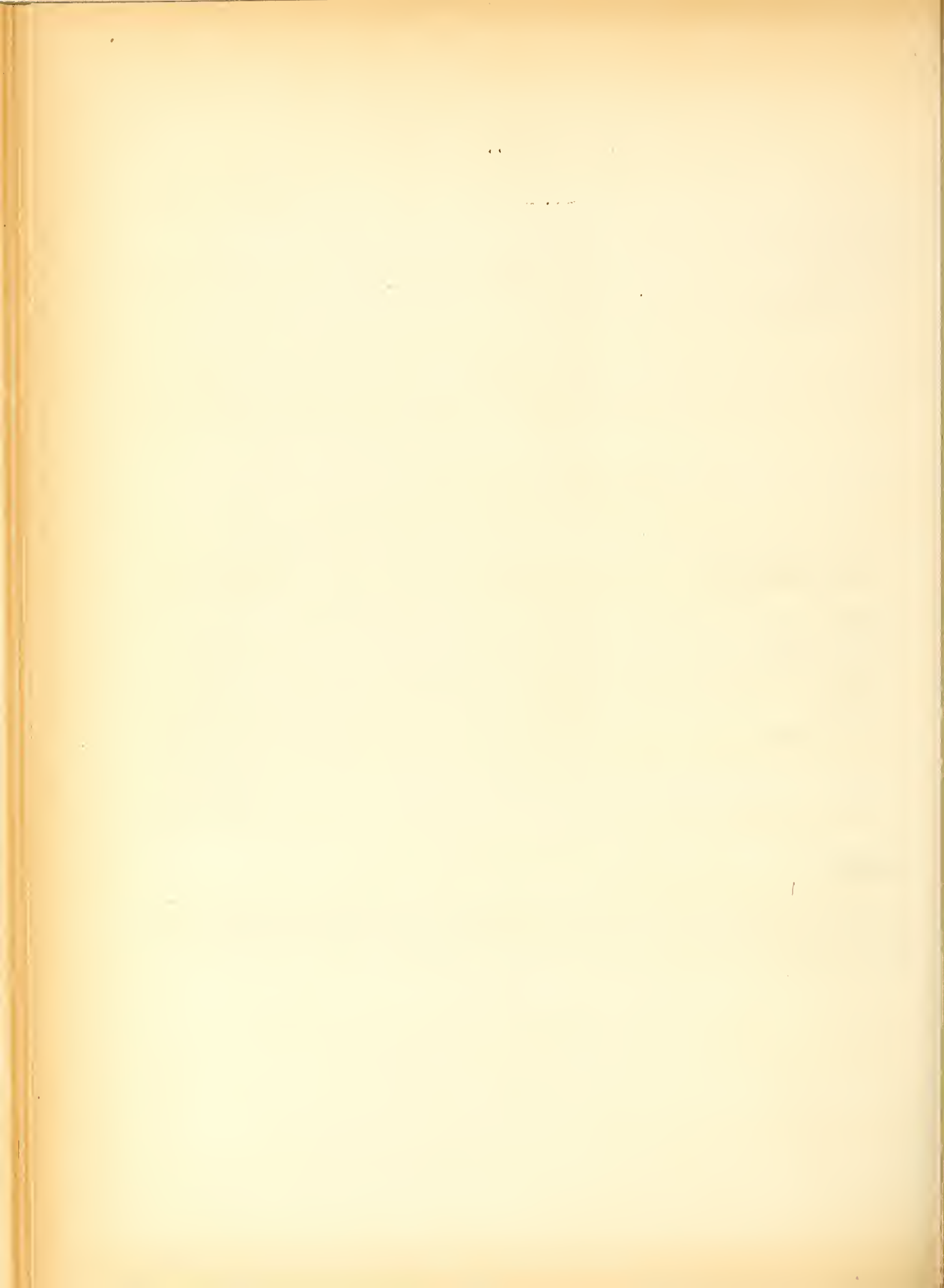
Apples  
Cabbage  
Egg-plant  
Lettuce  
Peaches  
Spinach  
Tomatoes  
Watermelons

BALTIMORE

Lima Beans  
Snap Beans  
Beets  
Cantaloupes  
Celery  
Cucumbers  
Lettuce  
Peaches  
Potatoes  
Squash  
Watermelons

Comment.....

In most localities, peaches and melons are abundant. The season is here for locally grown vegetables. They are fresh and have not had to stand long transportation hauls. Home canned vegetables will be very welcome next winter.





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A Service  
For Directors of Home Forum Programs

RECEIVED  
OCT 24 1944  
U.S. DEPARTMENT OF AGRICULTURE

# Radio Round-up

*on food*

New York 7, New York  
August 5, 1944

.....W-H-A-T-'S I-N-S-I-D-E.....

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WHERE THE ICE CREAM GOES...All the whys of decline in ice cream production.  
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SHARING WARTIME WHEAT...The wheat situation for 1944-45.  
.....

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CRANBERRIES GO WITH TURKEY...Survey of cranberry allocation.  
.....

.....  
TOMATO TIME ALL YEAR ROUND...Reasons and methods for canning tomatoes.  
.....

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THE MAN WITH THE CHICKENS...Egg and Poultry production reviewed.  
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BE SURE IT KILLS 'EM...What lies behind the war against garden pests.  
.....

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FOOD FACTS...Filler facts for your use.  
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FEATURE THESE...Plentiful fruits and vegetables.  
.....

**WAR FOOD ADMINISTRATION**  
**Office of Distribution**

....2....

....WHERE THE ICE CREAM GOES....

Perhaps your listeners are having a bit more difficulty getting ice cream than they did before the first of August. That is because less ice cream is being made now than was made in May, June and July. During the past three months milk production was high and the amount of ice cream was increased over previous months even over the amount made during the summer of last year.

Now milk production is declining seasonally, and war demands for exportable dairy products...such as butter, cheese, milk powder and evaporated milk...continue to climb. As a result, the War Food Administration restored the restrictions on the use of milk in ice cream which were relaxed during the three months of flush milk production. These limitations, contained in War Food Order No. 8, set the utilization of milk solids in frozen dairy foods at 65 percent of the milk solids used in those foods during the corresponding month of the base period (December 1941-November 1942).

The order limiting the use of milk in ice cream is one of the conservation measures necessary to see that enough milk is diverted to creameries, cheese factories, powder plants and condensaries. Milk is needed in these plants for the production of more important dairy products for war uses and to meet essential civilian needs, too. In the summer the need for diversion is not so great. Enough milk is produced so that sales restrictions on fluid milk can be relaxed, and manufacturing plants still get practically all they can handle. When the cows give less milk, the output of dairy products would decline more than seasonally if some check weren't placed on fluid milk uses. In addition, war needs for manufactured dairy products are constantly growing. When soldiers are in training at home they can be given fluid milk to drink, but overseas they must get their milk in some other form...a form which will withstand long storage, difficult shipping conditions and often actual combat conditions.

....SHARING WARTIME WHEAT....

Americans may take pride in the fact that during this war wheat has not been rationed nor will it be as far as the War Food Administration is able to determine.

The 1944-45 supplies of wheat in the United States will probably exceed one and a half billion bushels. That should meet all essential requirements for the fiscal year beginning July 1 and also provide a substantial carry-over in 1946. Contrast this condition with the one that existed in World War I when we were observing wheatless Wednesdays six months after our country entered the war.

The War Food Administration is looking ahead and allocating supplies in this year of plenty to cover all claimants in case the wheat crop should be short next year. The 1944 wheat supply will be allocated among U. S.

civilians, military and war services, our Allies and territories, other friendly nations, and for relief in liberated areas. As all estimates of 1944 production and imports must be based on such uncertainties as weather and shipping conditions, the divisions are tentative. However, the WFA has made definite allocations for the first quarter...July, August, and September.

Of this year's expected supply 931 million bushels...83 percent of the supply are earmarked for civilian food, feed, seed and industrial uses. The amount of wheat to be used for civilian food for the next 12 months will be 492 million bushels. That's enough to provide each person with 227 pounds of wheat...one pound more per person than in 1943 and six pounds more than in 1939.

Since feed grains, particularly corn, have been in tight supply, the use of wheat as a feed grain will depend on the outcome of the other grain crops. However, the WFA has allocated 100 million bushels of wheat for feed purposes during July, August and September, but only 140 million bushels more for the remaining three-quarters of this fiscal year. It is expected that a more normal relationship between livestock numbers and feed grain will have been established by that length of time. In peacetime about 125 million bushels of wheat are consumed annually for feed... principally on farms where wheat is grown.

The allocation of wheat for industrial uses during the coming year totals about 118 million bushels, to be used principally for industrial alcohol.

About 11 percent of the supply--118 million bushels--has been allocated to U.S. military uses, and to the Allies, territories and other friendly nations. About 65 million bushels have been allocated for relief to liberated areas.

All in all, the wheat situation for 1944-45 is a pleasant one to contemplate. On July 1, 1918 the wheat carry-over was 40 million bushels. The carry-over on July 1, 1944 was about 350 million bushels. Civilians and the armed forces have had enough wheat, and flour during this war. And in export these two commodities have waited for ships. Ships have not had to wait for them.

....CRANBERRIES GO WITH TURKEY....

When U.S. service men and women sit down to Thanksgiving and Christmas dinners this year, they will have cranberries along with their turkey. Folks at home will be having less cranberries than last year because a slightly larger share is going to the Armed Forces. Also this year's cranberry crop of 53 million pounds is about 16 million pounds short of the 1943 production.



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Because the prospective crop is small, it is necessary for the War Food Administration to allocate the available stocks equitably among the military, civilian and export claimants. U.S. military and war services are expected to receive about 17 and  $\frac{2}{3}$  million pounds...or 33 percent... which amounts to slightly over 4 million pounds more than they received last year. U.S. civilians have been allocated 32 and  $\frac{3}{4}$  million pounds, nearly 62 percent of the crop...or about 24 million pounds less than last year. About 5 percent...2 and  $\frac{1}{2}$  million pounds...will go to our territories, Allies, and other exports. The same amount they received last year.

The current allocation includes fresh, canned and dehydrated cranberries. Out of the year's production of 53 million pounds, about 15 million pounds will be dehydrated. This entire pack of dehydrated cranberries will go to the Armed Forces, as the Army and Navy are the only claimants requesting them in this form. Of the 7 and  $\frac{1}{4}$  million pounds to be canned, civilians will receive 6 and  $\frac{1}{4}$  million pounds, and the Armed Forces about 588 thousand pounds and our Allies and territories about 451 thousand pounds. Of the 30 and  $\frac{3}{4}$  million pounds available in fresh form, 2 million pounds will go to the Armed Forces, 26 and  $\frac{1}{2}$  million pounds to civilians and slightly more than 2 million pounds for export purposes.

#### ....TOMATO TIME ALL YEAR 'ROUND....

Because tomatoes add vitamin value, flavor, and color to meals, they are year around food favorites.

There are numerous ways of using tomatoes, too. They may be sliced red and ripe, fresh from the vine..."put up," plain or as juice, catsup, or chili sauce...or cooked green for pies and pickles.

As for food value, one good-sized, vine-ripened tomato will provide about half of the day's quota of Vitamin C, as well as a generous amount of Vitamin A.

It's time to urge your listeners to can as many tomatoes as possible now to supplement the 1944-45 commercial pack. The supply of canned tomatoes that consumers will find in grocery stores this winter and next spring will be considerably less than last year due to higher requirements for military and export purposes.

By home canning tomatoes now, consumers will make sure of Vitamin C for meals later. Home economists in the U.S. Department of Agriculture recommend the boiling water bath method. Any big, clean vessel will do for the boiling bath. It should have a good lid and be deep enough so that the water can roll and bubble over the jar tops. The home-maker who is canning extra tomatoes as they come fresh from the victory garden, may find a kettle holding two to three jars big enough.

Since civilians rely on tomatoes to a great extent for their Vitamin C requirements, the home economists in the Department of Agriculture have prepared a booklet, "Tomatoes on Your Table", with recipes for fixing tomatoes in numerous ways. Suggestions are given for tomatoes as the main dish with meat, poultry or fish, in salads, soups and sauces, also as marmalades and relishes. Copies of this bulletin are free. Have your listeners request their copy of "Tomatoes On Your Table" from the Office of Information, U.S. Department of Agriculture, Washington 25, D. C.

....THE MAN WITH THE CHICKENS....

The poultry industry is young, commercially speaking, but it has done a greater wartime job than it was called upon to do. C.W. Kitchen, Deputy Director of the War Food Administration, speaking at a recent convention of poultry associations, in Chicago, reviewed the development in the industry and praised poultry producers for the enthusiasm with which they handled a wartime assignment.

For three successive years, egg and poultry production has been of record-breaking proportion. A comparison with wartime production and the pre-war years of 1935-1939 proves this. Production in the pre-war years averaged about 3 and 1/3 billion dozen eggs, almost 600 (597) million farm-raised chickens and 70 million broilers. In 1943 we had 5 billion dozen eggs...or nearly 50 (49) percent more than in the pre-war years. Production of chickens was up 42 percent and broiler production had increased 261 percent.

There were enough eggs in 1943 to meet direct war needs and to provide civilians with about 344 eggs per capita. This meant more eggs than we ever had before and a record supply of chickens and broilers for meat...although not enough poultry to meet the greater buying power of civilians.

When the time came to consider 1944 production, several factors had to be taken into account. Food supplies in prospect would not support another big increase in poultry production. Also, the experience of 1943 indicated that marketing, storage, manpower and other necessary facilities had been taxed to the near limit in handling egg production in the flush season. So for 1944, the War Food Administration established goals calling for 102 percent of the eggs produced in 1943; 96 percent of the farm-raised chickens and 84 percent of the broilers.

Still the eggs continued to come to market, and production in the first six months of 1944 almost equaled the average annual production for the pre-war years of 1935-39.

When cold storage space ordinarily used for eggs filled to overflowing, many operators of fruit storages which never before had handled eggs provided room for more than 2,000 carloads. Egg driers kept their

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plants operating to capacity with limited and untrained crews. Egg breakers continued to operate beyond their usual processing season. Egg assemblers handled quantities of eggs they had never dreamed possible. And American consumers helped by increasing purchases and storing additional dozens at home.

As a protection to producers in meeting the production goal, the War Food Administration had earlier announced a price-support program. To carry out this program, the WFA spent about 55 million dollars. This expenditure was necessary to provide a market big enough and broad enough to absorb the tremendous egg supply. With national cooperation, the egg situation was kept under control until the peak egg production season passed.

Mr. Kitchen concluded his remarks by indicating that requirements for eggs and poultry for the next twelve months would be the same as the past twelve. He warned producers not to count too heavily upon extensive use of eggs in supplying food requirements for people in liberated countries.

.....BE SURE IT KILLS 'EM.....

Tons of additional vegetables and fruits are saved each year because of the insecticides and fungicides the victory gardener and farmer apply to their garden plants.

When the bug blitz hits his tomatoes and beans, the victory gardener wants a guaranteed insecticide. So behind the representations on the spray and dust labels there must be someone to check and see if they do what they're supposed to do. Loss of the purchase price for dubious or false products is small compared to the loss of time and effort and threat to health in applying them to garden plants or trees. The man behind these insecticide labels is Uncle Sam.

The Insecticide Division in the Office of Distribution, War Food Administration, is responsible for checking all the insecticides, fungicides and disinfectants that move in interstate commerce. This doesn't mean that every package is opened or every disinfectant bottle/analyzed that crosses a state line. It does mean though that this small division makes a most thorough attempt to bring to light every case where a product has been misrepresented or adulterated.

There are some 12 to 15 thousand brands of these products on the market. Besides Bug killers to aid fruit and vegetable growers, there are moth repellent, and killers, flea eradicators and gernicides. Most of these sprays and dusts are entirely reliable, and if the user follows the directions they will do what the manufacturers say they will. When a product shows up that won't, judgments can be secured against the manufacturer under the Insecticide Act.



..... NEWS OF THE NORTHEAST REGION .....

(Cleared by OWI with an "A" essential rating)

FOOD FACTS ABOUT.....

AVOCADO....The avocado was once just the favorite dooryard tree of Central American Indians. Then the Spaniards arrived on the scene, sampled its fruits, and introduced it into many of the Spanish colonies.

CARROTS....The carrot has been streamlined and tenderized over a period of years by patient experimentation of plant breeders. The proof of thier success lies in the fact that Americans are eating nearly three times as many carrots now as they did in 1920.

ORANGES....Were among the rewards for European adventurers who risked their lives along the perilous trade routes to the Orient. About half a century before Columbus made his famous voyage, the sweet type of orange reached Europe. Oranges were brought to this country over a century later, and the Spanish cultivated them in Saint Augustine, along with their citrus cousins. .

FLOUR....Americans used to mill flour in their homes, by means of rubbing two falt stones together. Now, every American uses about two hundred pounds of flour and other cereal products in the course of a year....so that home-milling process would wear out a great many stones...and take most if not all, of a homemaker's day.

TOMATOES....Thes canning favorites are first cousins to the eggplant and the pepper and even claim some relationship with the potato. There isn't much family resemblance...but tomato juice is thicker than water.

FEATURE THESE.....

Here are lists of plentiful fresh fruits and vegetables in major markets in this region. We suggest that you feature these fresh foods when you give meal-planning suggestions to your listeners. This is the eleventh installment of this feature which you'll find in "RADIO ROUND-UP ON FOOD" each week.

Latest wire information from our Market News Office is the basis for this report. For daily developments during this current Week phone your local market news office.

BOSTON

Apples  
Cantaloupe  
Celery  
Lettuce  
Peaches

NEW YORK CITY

Apples  
Cantaloupe  
Celery  
Cucumbers  
Lettuce  
Peaches  
Tomatoes

PHILADELPHIA

Apples  
Beets  
Cantaloupe  
Celery  
Green-corn  
Cucumbers  
Peaches  
Green Peppers  
Tomatoes  
Watermellon

WASHINGTON, D.C.

Cantaloupe  
Corn  
Squash  
Watermellons

PITTSBURGH

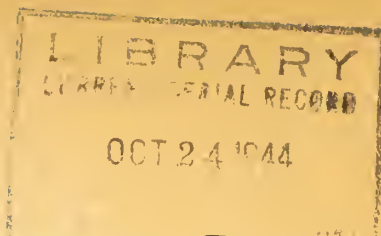
Apples	Corn
Snap beans	Egg Plant
Beets	Lettuce
Cabbage	Peppers
Carrots	Spinach
Cantaloupes	Tomatoes
Celery	Watermellons

BALTIMORE

Apples  
Beets  
Cantaloupe  
Cucumbers  
Peppers  
Squash  
Tomatoes  
Watermellons

Comment.....

The summer season is half gone. Use fresh fruits and vegetables while it is still possible to get them fresh from the gardens. Sweet corn, melons and peaches are available in most localities.



## A Service For Directors of Home Forum Programs

New York, 7, New York  
August 12, 1944

.....W-H-A-T-'-S      I-N-S-I-D-E.....

FOOD STOCKS ON THE GROCERY SHELF...A report on the July food report.

CASTING A FUTURE FOR DEHYDRATED FOODS...Consumers O.K. them.

PLANNING THE FAMILY MENUS... A Handy little booklet available to your listeners.

NO VACATION FOR BASKETS...Salvage and re-use of containers.

YOUR WINTER SUPPLY OF VITAMIN A...Foods to eat for health and vigor.

MEAT BARGAINS FOR HOMEMAKERS...Up-to-date on the meat situation.

REPORTING RECORD CROPS...Survey of production records.

TREASURE CASHE...Tips on storing garden crops.

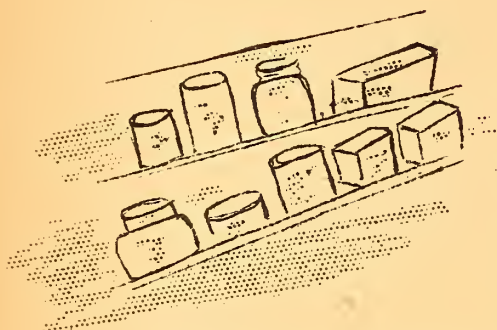
FEATURE THESE...Plentiful fruits and vegetables.

**WAR FOOD ADMINISTRATION**

# Office of Distribution



.....FOOD STOCKS ON THE GROCERY SHELF.....



One of the responsibilities of the Office of Distribution, War Food Administration, is to know the food stocks in wholesale warehouses and grocery stores across the country to assure an adequate flow of food to all American consumers. When a certain food is short in one area and supplies of the commodity are generally adequate throughout the country, an attempt is made by the Office of Distribution with the cooperation of the food industry to move in additional supplies to the stock-depleted area.

In order to determine whether foods are being distributed in an equitable manner, a monthly food supply report is compiled by Office of Distribution field representatives and members of the food trade. This report permits a comparison of supply conditions across the country. It also reveals shortages which require attention.

The July report covered 73 foods...including all the basic foods. Here are a few of the supply facts revealed by last month's report.

All areas stated that supplies of the 1943 fruit pack were practically exhausted. Canned berries, cherries, fruit cocktail, peaches, pears, and pineapple were scarce everywhere. Most sections of the country reported limited supplies of grape juice and pineapple juice, but few stores noted any shortage of grapefruit juice.

Canned vegetables and juices from the 1943 pack were being depleted...although not as fast as fruits. Canned green and wax beans were in adequate to surplus supply in most of the country, with stocks cut down substantially during the past months. Canned beets, dry beans and spinach were among the canned vegetables in better supply. Canned peas were short in the Midwest, Northeast and South...and canned corn was limited in the South. It is expected that the new pack of vegetables will replenish stocks in these areas.

Tomato juice and catsup were also short across the country, but ration points were maintained at a high level to stretch supplies.

The July report showed a scarcity of choice cuts of all meats...including pork. The less choice cuts of meat generally were in adequate supply. In certain areas of the country, more veal was on the market, but there were acute shortages of lamb. Ham and pork loins were slightly more difficult to obtain in July, and it is expected that this scarcity will continue through August. Probably there will be more beef during the coming months because of an anticipated heavier slaughter of cattle. The supply of sausage, variety meats and canned meats continued satisfactory.

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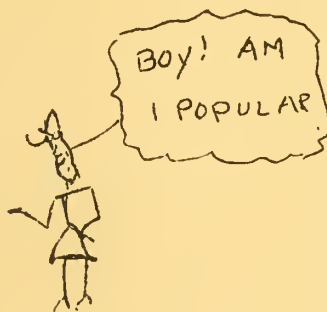
All types of canned fish were scarce or out of stock everywhere... particularly salmon and mackerel. However, a few sections were beginning to receive shipments from the 1944 pack.

The foods in adequate national supply as revealed by the July report were eggs, butter, fluid milk, margarine, shortening, salad oils, lard and poultry.

Foods in plentiful supply during July included peanut butter, citrus marmalade, dry mix and dehydrated soups, soya products, wheat flour and bread, oatmeal, macaroni, spaghetti, noodles and locally produced fruits and vegetables.

#### .....CASTING A FUTURE FOR DEHYDRATED FOODS.....

With most of the dehydrated foods now manufactured going to our Armed Forces and Allies, there has been some thought that the dehydration industry was chiefly a wartime food preservation service. Because of the great expansion in drying plants, processors and distributors now wish to know what dehydrated products can be adapted for civilian use as a basis for determining the disposition of future use of their plant equipment. A survey recently made by the Bureau of Agricultural Economics, U.S. Department of Agriculture indicates some dehydrated foods will have a better peacetime market than was anticipated by most people in the industry.



This study of consumers' preferences was conducted among 450 Chicago homemakers and their families. Samples of dehydrated foods with directions for use were given to a cross section of Chicago homemakers by Department of Agriculture interviewers. Foods used in the survey were diced and riced white potatoes, cranberries, carrots, beets, milk and eggs. Then the interviewers called back in two weeks to find out if these women would be interested in buying dehydrated foods in the future. The USDA people also asked which dehydrated foods were preferred, how dehydrated foods compared in taste with fresh and canned foods, and what advantages or disadvantages the dried foods had. The homemakers were also asked to give their opinions about the nutritional value of dehydrated foods.

More than half of the housewives interviewed said they would buy dehydrated foods...even if only for occasional use. Cranberries, eggs, and sweet potatoes seemed most popular after initial use. Next in order of preference in the survey were beets, milk, carrots, diced potatoes and riced potatoes. In general, most of the women who would be willing to buy dehydrated foods would not do so if they cost more than fresh and some would buy them only if they cost less.



The two outstanding reasons given for wanting to buy dehydrated products were that these foods tasted good and were easy to prepare. The homemakers generally found little difference in the taste of dehydrated cranberries and sweet potatoes as compared with the fresh product. Other advantages of dehydrated foods such as, they keep well, save space, are economical and have nutritive value, were named.

Less than ten percent of the housewives stated that the preparation of the dehydrated food was difficult. Many of the women pointed out that the vegetables were easy to prepare because peeling and cleaning were unnecessary, and they could do other things while the foods soaked. Those who had difficulties said they found it hard to achieve the texture and appearance they desired.

While the attitude of the Chicago homemaker to these dehydrated products was unusually favorable, the food processing industry is cautioned against basing any extensive program on the results before further surveys are conducted. However, the investigation did prove that a large proportion of consumers interviewed do not appear to be prejudiced against dehydrated foods, as many people have thought.

#### .....PLANNING THE FAMILY MENUS.....

Every woman planning her own meals or the meals of her family wants to know what foods to select to be well-fed, but often her biggest problem is that she doesn't know just how to count calories or keep track of vitamins. Home Economists of the Department of Agriculture have worked out two food plans which will help the homemaker take a shortcut to good nutrition. These plans show how much of different classes of foods to buy in a week to provide for all the necessary elements of a good diet. Both plans are contained in the booklet, "Family Food Plans", now available from the Department of Agriculture.

The two wartime marketing plans...a low cost one and a moderate cost one are easily adaptable to any family. Both plans take into account the seasons of the year and the probable supplies in different parts of the country and ration allowances. If she follows either of these plans, the average housewife will provide her family with a good diet at prices within her budget.

The moderate cost plan gives the family larger quantities of meat, eggs, fruits, and vegetables which allow for more variety and flavor in the meals. Although the low cost plan relies more heavily on the cheaper kinds of food such as potatoes, dry beans, and grain products, the homemaker can get variety in low-cost meals by different combinations of foods and flavors.

If your listeners are interested in exact kinds of food and size of servings needed daily for each member of the family, suggest that they send for their copy of "Family Food Plans", from the Office of Information, United States Department of Agriculture, Washington, 25, D.C. Ask for



Bulletin ANI-78, "Family Food Plans".

.....NO VACATION FOR BASKETS.....

It's up to the American consumer to see that salvage efforts now include the saving of bushel and half bushel baskets, and covers. The labor shortage and the log shortage have made it impossible for basket manufacturers to produce enough new containers for this year's fruit and vegetable crops. Without suitable containers, some of the peaches and apples now ready for harvest may not reach market. The homemaker can help by seeing that any basket she gets from the produce stand or grocer is returned in good condition.

The storekeeper knows how to get the baskets back to the farmer. He may arrange to give them to him directly, or through a used-container dealer. The intrinsic value of used bushel and half bushel baskets is very small, but the value measured in terms of urgent need cannot be overestimated.

It's important to know that only these persons, consumer, dealer, and farmer are needed to salvage a basket while possibly 40 people are necessary to make a new box or basket. Also our limited supplies of wood and metal may be used for other war activities. For example, 1,000 salvaged apple boxes contain enough board feet of wood to crate an average airplane for overseas shipment. The same apple boxes use 500 pounds of metal which could be used for shells, tanks, and guns.

The Office of Distribution, War Food Administration, has prepared a leaflet with all the latest facts about salvaging baskets and other fruit and vegetable containers. You can get the leaflet by writing to the Office of Information, United States Department of Agriculture, Washington, 25, D.C. Ask for Bulletin ANI-33, "Salvage and Re-use of Fruit and Vegetable Containers".

.....YOUR WINTER SUPPLY OF VITAMIN "A".....

Green and yellow vegetables which are now coming in good supply from Victory Gardens and local truck gardens across the country are outstanding for their Vitamin A value. They do not contain the vitamin itself but have carotene which the body changes into Vitamin A and stores for later use.

The liver acts as a storehouse for Vitamin A and releases this vitamin as the body needs it. The amount of Vitamin A which can be stored depends upon several things, but everyone can be adding to Vitamin A reserves for this winter by eating plentifully of green and yellow vegetables now.

As a general rule, vitamins have overlapping functions which aid growth and good health. Sometimes they have a special job, too, and that is the case of Vitamin A. It keeps the lining and covering of the body in a healthy state. This special function means that Vitamin A helps prevent infections and colds. This vitamin can also help preserve normal vision, improve digestion and keep the skin in better condition.



Carrots are a year round source of Vitamin A. While this vitamin is one of the most stable of all the vitamins, overcooking does cause some loss of Vitamin A. Vitamin A doesn't dissolve in the cooking water, and when carrots are canned the Vitamin A remains in them. The carrots with the most Vitamin A value are the mature ones...served fresh from the garden and raw.

The green and yellow vegetables that are now available and are good sources of Vitamin A include snap beans, leaf lettuce, peas, peppers, yellow squash, and carrots. Also be on the watch for locally abundant green and yellow vegetables, the foods which belong to Group One of the Basic Seven.

#### .....MEAT BARGAINS FOR HOMEMAKERS.....

Now that utility grades of beef and lamb are point free (as of Sunday)... (August 13th) you may want to tell your listeners some of the reasons for these ration changes and give methods of preparing the less choice cuts.

The reduction of utility grades of beef and lamb to zero point value doesn't mean that there are large supplies of beef and lamb in all sections of the country. The over-all beef supply is little changed from July, and there has been a seasonal decline in pork production. In fact, the amount of meat going into retail stores in July averaged 292 million pounds weekly, while during August the weekly average is about 276 million pounds weekly. However, there has been a seasonal increase in beef of the utility grade, and consumers might not wish to give up ration points for this grade if the more choice cuts were at all available. The utility grades account for 35 percent of the current beef. Lamb cuts of utility grade were reduced to zero value in order that they would move with utility beef at zero. Only ten percent of the lamb and mutton cuts are of this lower grade, less than one percent of the total meat supply.

The choice, good and commercial grades of beef and lamb steaks and roasts remain at present point value levels because many areas of the country report a short supply. Other cuts of beef and lamb now at zero remain at zero.

Points for choice cuts of pork...the pork loins and ham were restored because of the seasonal decline in pork production. Also with military requirements higher now, the demand for pork loins and ham is out of relation to supply. With points restored there will be a better distribution of the choice pork cuts among civilian markets.

In giving meat cooking hints, you may want to point out that cuts of utility grade beef and lamb are as nourishing as the choicer cuts. Utility beef is red in color and the fatty tissues are not so much in evidence. This lack of fat means that the meat requires long, slow, moist cooking to be tender. So homemakers have a real meat bargain...in points, protein value, and cash outlay...during the present August rationing period.



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.....REPORTING RECORD CROPS.....

Tabulation machines were kept busy in the Department of Agriculture, Thursday, August 10th adding up production records for American farmers. When the July crop report was released at 3:00 PM the world could know that crop production in the United States is likely to exceed that of last year by 2 or 3 percent...and exceed production in any previous year except the banner agricultural year of 1942.

American's farmers have set up several records according to the July report. Indicated production of all wheat as of August 1st is well over a billion bushels (1,132,105,000)...the largest U.S. wheat crop ever. Expected harvest for eight of the major fruits is 21 percent over 1943. Citrus fruit production is as large or larger than the record 1943--44 production. The apple harvest is indicated at 125,643,000 bushels, or 41 percent greater than last year.

The 1944 peach crop is estimated at almost 71 and a half million bushels, or 3 percent over the July 1st estimate and 69 percent larger than the short 1943 crop.

Truck crops for the fresh market remain at the July 1st estimate...which is about one-fifth greater than last year. Green peas, and snap beans, sweet corn and tomatoes exceed 1943 crops by 13 percent.

Another record was reported for egg production. Farm flocks laid over 4 and a half billion eggs in July...2 percent over July last year, and 40 percent over the 1933--42 average. In fact, egg production was at peak levels in all parts of the country.

National prospects for corn, hay, potatoes, and some other crops declined during July due to drought or near-drought conditions in Central and Eastern sections of the U.S. Farm pastures averaged 72 percent of normal, ten points below the same date last year. Milk production was about one percent less than during July last year.

.....NEWS OF THE NORTHEAST REGION.....

(cleared by OWI with an "A" essential rating)

TREASURE CACHE.....

It may seem a little early to be talking about storing Victory Garden crops...but beginners may want to start planning now. So here are some tips about storing some of the common Victory Garden vegetables. Some people may be able to fix up a storage room in the corner of the basement or cellar. That takes a lot of advance planning....and so does an outdoor cellar, another recommended place for storage. These last are sometimes called "sweet potato cellars", but they're perfectly good for storing other vegetables too. If the gardener doesn't want to build a storage house, he can keep his root crops in an outdoor pit or bank. Such crops as Irish potatoes, sweet potatoes, turnips and rutabaga may be kept in an outdoor bank....a very simple procedure, and best of all, very inexpensive.



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To make an outdoor bank, the gardener should choose a spot that's well-drained and not too far from the house...then put down a layer of straw about a foot thick. Then he can put his vegetables down, and cover them with straw and earth. The whole pile should be shaped like a cone, so it will shed the rain. Some people prefer to make several small banks, instead of one large one, and put several different kinds of vegetables in each one. Then when those first frosty days demand a thick vegetable soup, the home-maker can just walk out to the bank and get the vegetables she wants. Another easy way to store vegetables is to use a barrel covered with straw and earth..

There's a very useful booklet for your listeners which will tell them everything they need to know about storing their Victory Garden crops. It's titled "Farmer's Bulletin 1939...Home Storage of Vegetables and Fruits"... Besides the detailed instructions for country storing of garden crops, the booklet also contains a page of special tips for people who live in the city, and may want to store just a few bushels of fruits and vegetables in the garden or on the back porch. Write to Marketing Reports Division, Office of Distribution, War Food Administration, 150 Broadway, New York, 7, New York, if you want to request copies of "Home Storage of Vegetables and Fruits".

#### FEATURE THESE.....

Here are lists of plentiful fresh fruits and vegetables in major markets in this region. We suggest that you feature those fresh foods when you give meal-planning suggestions to your listeners. This is the twelfth installment of this feature which you'll find in "RADIO ROUND-UP ON FOOD" each week.

Latest wire information from our market news office is the basis for this report. For daily developments during this current week phone your local market news office.

(PLEASE TURN TO NEXT PAGE)

BOSTON

Apples  
Cantaloupes  
Celery  
Onions  
Peaches  
Tomatoes  
Watermelons

NEW YORK CITY

Apples  
Snap Beans  
Cantaloupes  
Celery  
Sweet corn  
Lettuce  
Peaches  
Potatoes  
Tomatoes  
Watermelons

PHILADELPHIA

Apples (small)  
Beets  
Celery  
Onions  
Peaches (small)  
Potatoes  
Watermelons

WASHINGTON, D.C.

Apples  
Lima Beans  
Snap Beans  
Cantaloupes  
Sweet Corn  
Peaches  
Peppers  
Potatoes  
Tomatoes

PITTSBURGH

Apples  
Beans  
Beets  
Cabbage  
Carrots  
Celery  
Sweet Corn  
Egg plant  
Leaf Lettuce  
Peaches - small  
Potatoes...small  
Spinach  
Tomatoes  
Turnips  
-Watermalons

BALTIMORE

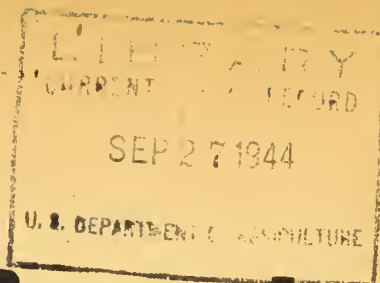
Apples  
Lima Beans  
Snap Beans  
Beets  
Cantaloupes  
Sweet corn  
Squash  
-Tomatoes  
-Watermelons

Comment.....

A very few more weeks, and summer will be gone. Make full use of the fresh fruits and vegetables now in abundance. Substantial savings can often be made by buying small sizes. At present, some markets offer real bargains in small apples, peaches, and potatoes.







# Radio Round-up

## on food

A Service  
For Directors of Home Forum Programs

New York 7, New York  
August 19, 1944

.....W-H-A-T-'-S I-N-S-I-D-E......

VALUE RECEIVED...Uncle Sam's food inspection corps  
.....

BRITAIN'S FRUIT DIET...Fruit supplies of one of our allies  
.....

MILK SUPPLIES DIVIDED...Up-to-date on milk prospects  
.....

WHAT'S IN THE U.S. ICEBOX...Explaining the cold storage situation  
.....

THIS IS THE CATCH...How cold storage affects our fish supply  
.....

TENDERIZING UTILITY BEEF...Some tips about cooking the point-free items  
.....

FOOD FACTS...Filler facts for your use  
.....

FEATURE THESE...Plentiful fruits and vegetables

**WAR FOOD ADMINISTRATION**  
**Office of Distribution**

.....VALUE RECEIVED.....

When Uncle Sam goes to a warehouse to purchase foods for military use, he wants to be sure he is getting his money's worth. As a result, the corps of some 400 processed foods inspectors employed by the Office of Distribution, War Food Administration, are helping inspect huge quantities of canned, dried, dehydrated and frozen foods purchased for our armed services and Government agencies. Approximately 200 of these inspectors are women home economic graduates.

The inspectors are stationed in 50 laboratories across the country. They are trained in various phases of food inspection work. They check on canned foods to see if the product meets Government specifications, they might be called upon to see if proper sanitation is maintained at a cannery or dehydrating plant, and they do a variety of research work.

Here is a sample of a routine task. An inspector gets an order from a Quartermaster office to inspect 10,000 cases of canned peas on order for the armed services. The inspector goes to the cannery concerned and is directed to the section of the warehouse where the goods are stacked. Those 10,000 cases fill a good-sized space. In other words, there are 240,000 cans... enough to fill ten freight carloads full. The cases are counted by row, tier, and layer to determine that there are 240,000 cans in the lot.

The plain cans glisten in their cases because generally no labels are attached to canned goods until the packer knows where he will ship the product. Sometimes for civilian trade, canned foods are sold through a distributor, and the distributor's name and brand...not the canner's... appear on the label.

The inspector draws out a can here and there from the lot...usually at the rate of one No. 2 can from each 2,000 cans. These sample cans are then taken to the nearest laboratory and graded for weight, type of container and contents. The inspector must see if the product is properly processed to stand varying climates and rough handling. He, or she, must see if the solid contents fill the can, or if there is too much liquid. In inspecting canned peas, the grader would check on the clearness of the liquid, uniformity of color and maturity of the vegetable, flavor, and presence or absence of defects. Then the grader adds up the score points for the product. Ninety points or more mean top quality or fancy grade for peas. Seventy-five to 89 points is a very good rating, and 60 to 74 points is a good or standard rating. Peas not meeting standard grade requirements must be classed sub-standard or "below standard quality".

Finally, the official grade certificate is sent to the Quartermaster Army buyer who uses the certificate as a basis for payment to the packer. Uncle Sam does not pay for any food until it has been inspected...paying only for value received.

.....BRITAIN'S FRUIT DIET.....

It's difficult for Americans with a homeland furnishing so many varieties of fruits to realize what a diet with little fresh fruit means. British citizens before the war depended mainly upon the markets of the world for their fruits, and since 1940 have had a very limited supply.

In comparison with Americans, the British in 1943 were getting only about 23 percent of the amount of tomatoes and citrus fruits and one-half the amount of other fruits. In fact, Americans are eating 17 percent more tomatoes and citrus fruits than they did before the war, while Britons are eating 50 percent less. About the only fresh fruits the British civilian has been able to buy since the war are homegrown apples, tomatoes and berries. Small quantities of apples were sent from Canada and the United States. The United States shipments of apples were made in 1942, but a short crop in this country last year prevented any shipments abroad.

Under Lend-Lease, the British civilians have received dried prunes, raisins, apples, apricots, pears and peaches from the United States. What canned fruits the United States shipped to Great Britain were for the military services.

Citrus concentrates shipped from the United States to Britain were supplied only to young children.

Since the Mediterranean has come back into Allied control, the British have been able to import shipments of oranges from Spain and Palestine. Smaller shipments of this fruit have also arrived from South Africa. Until recently these fresh oranges have been limited to children. This spring when a larger than usual shipment of oranges arrived, some British adults were able to buy this popular fruit in fresh form for the first time in three or four years.

Though Great Britain is far from coming back immediately to being a large fruit consuming nation, prospects for importing more fruit are better. The British Food Ministry has ordered seventeen thousand tons of lemons, mainly from Sicily. Then because a spring frost has hurt the English apple crop, the English hope to get more apples this year from Canada.

The opening of the Mediterranean has helped to bring dried fruits to English civilians this year. Raisins have been ordered from the little island of Cyprus. Also the entire exportable surplus of dates from Iran has been purchased for Great Britain. The Turkish dried fruit to the amount of thirty-two thousand tons will play a part in the British national diet for this year.

However, the British home crop of fruit will be less plentiful than last year as a result of the spring frost. Supplies of strawberries and black currants have been scarce, and the entire black current output is going into puree production for consumption by children only. Considerable purchases of apricot pulp from Spain will supplement the jam supplies.

How much fruit the British civilians will get is of course, still dependent upon war conditions and available shipping space.

#### .....MILK SUPPLIES DIVIDED.....

You like milk, I like milk, All God's chillum like milk....and that's just exactly why we are going to have less milk this fall: Everyone knows that there is just so much milk available, but our needs are increasing in proportion to the number of men sent overseas in the armed forces. Those



men need milk, lots of it, and as shipments increase to meet their demands, the supply of milk for civilians here on the home front decreases.

With milk production now declining seasonally, the War Food Administration feels that further milk conservation steps will be necessary. At present milk dealers may sell to civilians 100 percent of the fluid milk they sold in June 1943 and 75 percent of the cream they sold in that month. Milk by-products such as cottage cheese, chocolate milk drinks and butter-milk may be sold in August at 90 percent of June 1943 sales.

It may be necessary to reduce these quotas to obtain more whole milk for evaporated milk and whole milk powder necessary for overseas shipment. However, it is possible that milk dealers will soon be permitted to sell more chocolate milk, cottage cheese and buttermilk because these products are made from the skim portion of milk now in good supply.

#### ...WHAT'S IN THE U. S. ICEBOX....

Every good homemaker buys extra food and stores it in her refrigerator when she knows that she is going to be feeding more people. Uncle Sam is putting additional food in his "iceboxes" too, because he has produced enough food to feed a third more people than before the war.

American civilians are eating 6 percent more per capita now than in pre-war years. The average service man eats a third more than the average civilian. In addition, American food is being shipped to our allies, friendly nations and liberated areas.

When the housewife buys extra food, it's usually stocked for only a day or a week ahead. But Uncle Sam must plan food supplies months in advance ...there must be enough for current consumption and enough in cold storage or warehouses for use in seasons of low food production.

In normal times, cold storage space acts as a shock absorber for seasonal food surpluses...helping to even out consumption throughout the year. Before the war, commercial storage averaged about 50 percent capacity use throughout the year. For the past several months, however, occupancy has been running above 80 percent, often near 90 percent.

One reason for this generally higher level of use is the necessity of having food supplies for our soldiers months in advance. Part of the supply is always in transit and part is in warehouses awaiting shipment.

Another factor is the seasonality of production. And now with more food being produced than ever before, storage peaks are bound to be higher than usual.

A third, and very important, factor in the cold storage situation is that out-of-storage-movements are subject to the fortunes of war. Food must wait for cargo space on ships. If the ships are late or if the cargo space is needed for more essential wartime products...the food piles up. Of course, a little later on in the season, that situation may reverse itself. If ships arrive faster than was planned, then great quantities of food will

be needed in a hurry to fill them. The fact remains that it is a military necessity that food wait for ships, not ships wait for food.

Steps have been taken to ease the strain on commercial warehouses and storage plants. The processing of foods has been speeded up so that commodities will require refrigerator space for shorter periods of time. Warehousemen are constantly checking their equipment to be sure that they are getting the most effective use of their space. All government agencies are working in close cooperation with the Inter-Agency Cold Storage Committee. And housewives are kept up-to-date on what foods are abundant on the markets...so they may plan menus around these foods which should be moved out of the warehouses of the country.

Most of the food now in public storage is privately owned. The trade owns the bulk of the fresh and frozen fruits and vegetables in storage, all the cream, more than half of the shell eggs, and the largest share of the frozen poultry and meat. The major foods in cold storage held mainly by the government are butter, cheese and lard. The War Food Administration holds relatively little pork and almost no beef, lamb, or mutton in public cold storage, though the armed forces have stocks of all of these meats in public freezers.

.....THIS IS THE CATCH.....

The quantity of fish in cold storage houses throughout the country on July 1 was at the highest level in history for this season of the year.. 50 percent over the holdings at this time in 1943. There are many reasons for this increase in cold storage holdings, amongst which is increased production, but unless more fresh and frozen fish is consumed now and during the early fall months it will be impossible to handle the catches of fish that can be made during the peak fishing period, which is just approaching. Cold storage facilities, particularly in the New England states, are now almost filled to their limited capacity and it is important from now on that movements out of freezers keep pace with current catches of fish.

While the increase of frozen fish in storage is noticeable from all sections of the country, the Central states and the Atlantic Coast from Maine to Virginia report the sharpest gains. In the North Central states holdings have doubled. In the New England, Middle Atlantic and South Central states increases run from 69 to 75 percent. A 14 percent increase is reported for both the Pacific and South Atlantic coasts.

There is a wide range of species available to the consumer, though species vary with geographical location and season of the year. The fish that represents the largest single volume in storage is halibut, mostly stored in the Pacific Northwest. However, there is no particular problem on halibut as the quantity in storage is not abnormal and there is expected to be a good demand for this fish throughout the fall and winter months. It is the other species of fish, particularly those produced in New England states, that require stimulation of consumption in order to continue normal production. The principal species and types requiring increased outlets are frozen mackerel, especially mackerel fillets, cod fillets, whiting and haddock fillets.



Broadcasters should check on the local supply of fresh and frozen fish before recommending a variety.

As for canned fish, salmon and California sardines are likely to be the most abundant, although approximately 60 percent of these species will go to the armed forces. Owing to the short production of red and king salmon, there will be a limited quantity only available for civilian trade. The quantity of pink and chum salmon available for civilians will be relatively greater. The pink salmon in cans compares favorably in nutritional quality with the red variety and is sold in the stores at materially lower prices than reds or kings.

The California sardines are packed both in round oval cans with tomato sauce and in No. 300, 15-oz. cans without added sauce or oil. The California sardine, from the point of view of dollar and cents value, is one of the best canned fish products on the market. The oval tomato sauce pack is well known in most markets, but the No. 300 can, while not so well known as a commercial product, is packed with exactly the same type of fish and is in every way similar to the oval can product, except for the tomato sauce.

Other canned fish which will be available to civilian consumers, but in more restricted volume, include Maine sardines and mackerel. The Maine sardines are baby herring and are an extremely good alternate for the sardines imported pre-war from Portugal and Norway. These Maine sardines are packed mostly in 4-oz. quarter-square cans. The larger herrings are packed under the trade name "Atlantic Sea Herring" and are produced both in round oval cans in tomato sauce and in No. 300 tall cans, 15-oz. net weight, in their natural oil. Mackerel is a very good canned fish product at a reasonable price in the retail stores and is packed almost entirely in the No. 300, 15-oz. tall can.

#### .....TENDERIZING UTILITY BEEF.....

Now that utility grade beef is point free, the homemaker will want to know how to cook this less tender meat for the best results.

Since utility beef is less tender and has less fat than the higher grades, it is not so satisfactory for broiling and roasting without extra preparation. One way to make the meat tender is to grind it, so that the connective tissues are broken down. After grinding the meat, the homemaker can broil, panbroil, or bake it. It is good made into patties and served with gravy or tomato sauce or baked as a meat loaf. If she wants to broil or fry a whole steak of this grade, she should pound the meat first to tenderize it, and then add some fat in cooking.

Pot roasts, swiss steaks and stews from utility beef should be covered and given a long slow cooking with water or other liquid added. By browning the surface of the meat a few minutes in fat before the long, slow moist simmering, the cook gives the dish a better flavor and rich brown color.

An extra aid to tenderness is adding some acid food like vinegar or tomato to the meat. A little vinegar added to the water helps to tenderize a pot roast. And tomatoes may be used for the liquid in stews, pot roasts and swiss steak. The homemaker should also give special thought to



seasoning...cook the meat not only with salt and pepper, but add onion or garlic, celery seed or leaves, or parsley, during cooking.

.....NEWS OF THE NORTHEAST REGION.....

(Cleared by OWI with an "A" essential rating)

FOOD FACTS ABOUT.....

SWEET POTATOES...These yellow tubers are considered the original potatoes. According to legend, Columbus discovered the sweet potato along with America. The universal favorite derives its name from the Indian word for it..."batata".

HALIBUT...Many years ago, the fishermen off the Northeast coast thought halibut was a pest which drove the cod away from their lines. But as time went on, the eating merits of the halibut were discovered, and the next generation of fishermen were willing to go as far as the Grand Banks of Nova Scotia for the fish. By 1850, halibut had become so scarce on the nearby shores that it belonged to the luxury class. Then, when the Northern Pacific Railway was finished, it opened the way to almost untouched stocks of Pacific halibut.

CONSERVATION...From George Washington's letter to his steward at Mount Vernon..."My general ideas are these. First, that my table be handsomely but not extravagantly furnished on the days that company are entertained; second, that a decent and economical board be spread at other times." Homemakers would do well to follow the first President's advice, and cut down on hard-to-get luxury foods. There are plenty of simple, nutritious foods which are just as tasty.

WATERMELON...The records show that our Pilgrim Fathers gathered this fruit-of-the-vine less than ten years after the Mayflower first reached the rockbound coast. It's also known that fields of melons planted by the Indians greeted Marquette on his first expedition through the Mississippi Valley.

SHAD...The citizens of Philadelphia held up the installation of the first gas lights in the city because they were afraid that the fumes and discharge from the gas works would ruin the valuable shad fisheries in that vicinity.

FEATURE THESE.....

Here are lists of plentiful fresh fruits and vegetables in major markets in this region. We suggest that you feature these fresh foods when you give meal-planning suggestions to your listeners. This is the eleventh installment of this feature which you'll find in "RADIO ROUND-UP ON FOOD" each week.

Latest wire information from our Market News Office is the basis for this report. For daily developments during this current week phone your local market news office.

BOSTON

Apples  
Carrots  
Celery  
Sweet Corn  
Peaches  
Potatoes  
Tomatoes

NEW YORK CITY

Small Apples  
Celery  
Sweet Corn  
Lettuce  
Melons  
Onions  
Tomatoes

PHILADELPHIA

Small Apples  
Beets  
Celery  
Sweet Corn  
Onions  
Peaches  
Potatoes  
Tomatoes

WASHINGTON, D.C.

Apples  
Sweet Corn  
Onions  
Peaches  
Potatoes  
Sweet Potatoes  
Tomatoes

PIITTSBURGH

Apples  
Beans  
Beets  
Carrots  
Celery  
Sweet Corn  
Onions  
Small Peaches  
Small Potatoes  
Sweet Potatoes  
Tomatoes  
Watermelon

BALTIMORE

Apples  
Snap Beans  
Small Peaches  
Watermelons

Comment.....

Now is the time to can the surplus fruits and vegetables which are in abundance in almost every market. The two favorites -- peaches and tomatoes are available in ample quantities.

Use sweet corn while you can. It is at the peak of its season now, but will soon be gone.

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# Radio Round-up

## on food

A Service  
For Directors of Home Forum Programs

New York, 7, New York  
August 26, 1944

.....W-H-A-T-'-S      I-N-S-I-D-E.....

PATTERNS FOR BREAKFAST....Breakfast requirements for health.

SELLING GOVERNMENT-OWNED FOODS....Describing the background and the process.

WHAT IS A WFO?....All about War Food Orders and their function.

COMPLETE ON TRAY....School lunch is good lunch.

BUTTER IN SEPTEMBER....Not a song title, but a forecast of the situation.

MORE MILK IN BREAD....Supplies go up, and bread improves.

OL' MAC DONALD WAS A PIKER....More chickens!

FOOD FACTS....Filler facts for your use..

PLENTIFUL FOOD INFORMATION....in the Northeast Region.

FEATURE THESE....Plentiful fruits and vegetables.

**WAR FOOD ADMINISTRATION** .....  
**Office of Distribution**.....



.....PATTERN FOR BREAKFAST.....

The War Food Administration, Office of War Information, radio, press, food dealers, and others are combining their activities to make September a nutrition month.

Special attention is going to be given to breakfast this month because breakfast is usually the most neglected meal of the day. Most people get adequate dinners and few neglect lunch, but many are too rushed or too sleepy to eat enough breakfast. Only if breakfast is nutritious can mental and physical energy be maintained throughout the morning hours...usually the most productive part of the day.

The meal which breaks the fast after sleep should contribute about one-third of the daily requirements of calories, proteins, vitamins, and minerals. One plan for a good breakfast recommends citrus fruit or tomato juice (fresh or canned), cereal (natural whole grain or restored), a protein-rich food (eggs, or a combination of eggs, bacon, ham or sausage), toast, muffins or bread (enriched or whole wheat), butter or fortified margarine, milk for the cereal, and a beverage.

That citrus fruit starter is loaded with Vitamin C...known as the anti-scurvy vitamin. It is true that cases of scurvy are rare in this country, but deficiencies of Vitamin C in the daily diet may lead to increased susceptibility to infections, slowness in the healing of wounds and unhealthy gums. One orange, half a grapefruit, 3 ounces of orange juice, or 4 ounces of grapefruit juice will provide one-half or more of the day's Vitamin C need. Ten ounces of tomato juice will contribute the same amount of Vitamin C.

It's important to include Vitamin B-1, sometimes called the morale-building vitamin, in the breakfast...This vitamin stimulates lagging appetites, is essential for good digestion and energy, for protection of nerves and for well-being. Whole grain or enriched breads and cereals are sources of this vitamin. The active worker can also include ham, bacon, or sausage for this vitamin.

Eggs are a protein food which adds to the staying power of breakfast. Besides being a good tissue-building food, eggs supply iron as well as Vitamin A, D, and riboflavin. When eggs are plentiful, eat one a day.

.....A multitude of breakfast combinations can be made from the many foods appropriate for the breakfast menu. Urge your listeners to plan menus that have eye and appetite appeal. Breakfasts should contribute enjoyment besides daily nutritional requirements, and they are easy to prepare and serve.

...3...

.....SELLING GOVERNMENT OWNED FOODS.....

Recently you have read that the War Food Administration has offered to sell back to the food processors over 27,000 cases of orange juice; over 500,000 pounds of American Cheddar cheese, and some thousands of cases of canned carrots. This food from Government-owned stocks will be put directly back into civilian trade channels.

These sales are not an indication that the Government thinks the war is over. The foods being sold belong in one of three categories. First...food reserved to meet a special need which has not materialized can now be sold. In this case perhaps the Government counted on losing a certain amount of food from sinkings, or fires, and that loss was lower than expected. Or perhaps a military engagement was shorter. Or our allies were not able to ship certain commodities they ordered. When the food on hand is above known requirements, it can be sold to the trade.

In the second group are foods purchased in fulfillment of price support commitments. When the Government asked farmers to increase their production of certain crops to meet the demands of war, it promised to safeguard farmers from the dangers of too much produce and too little market. This food is sold back into trade channels as soon as it can be done without breaking the market.

The third type of food the War Food Administration is now selling consists of 1943 packed goods which can be replaced with 1944 packed produce. The government like the trade believes in turning its stocks in order to prevent financial and food loss through spoilage.

When the government sells food, it follows the policy of obtaining a fair price for the commodities sold...and of avoiding disruption of normal trade practices. This means selling to the trade...not directly to the consumers. It means selling when there is a demand...not when the market is glutted. The WFA offers some commodities to the original seller or processor, if it is practical. Original vendors and processors know the products, are equipped to handle them and have established trade outlet for marketing them. Any quantity remaining after such a sale may be offered on the same terms to all processors of the same or like commodity. The WFA is not obliged to accept any price. If a reasonable price is not offered, the food is sold elsewhere. In some cases where it is not to the public interest to sell, the food is diverted to non-competitive programs or uses...such as charitable institutions or school lunch programs.

.....WHAT IS A WFO?.....

In the War Food Administration, WFO is not the call number of a radio station. Those three letters stand for War Food Order, and the number that follows them tells the commodity that particular food order affects. Since January 1943 when WFO 1 went into effect to bring about a saving of ingredients in short supply and to effect economics in the distribution



of bread and rolls, there have been a series of food orders issued by the War Food Administration. These regulations are designed to see that the best possible division of American food is made among civilians, the Armed Forces, our Allies, and other claimant agents.

It is the unvarying policy of the War Food Administration not to issue a food order if the end may be achieved by other means. When an existing order no longer contributes to the war effort, it is revoked. Of the 101 orders issued, 59 remained active as of July 1, 1944. However, until conditions permit suspension of any order and until due notice is given the trade or industry affected, the orders are enforced just as other laws -in the land.

As a general rule, food orders are written in consultation with the affected industries. There are to date approximately 112 industry food advisory committees representing every industry affected by any food order. These committees are composed of leaders from each branch of their respective trades. They assist the officials in the Office of Distribution, W.F.A., to plan the steps of the needed order. They also assist in getting the story of the order over to members of the trade. Then to keep the orders flexible to meet constantly changing conditions of war, the regulations are amended when necessary.

There are four general types of food orders. "Set aside orders" are necessary in order that the Government will be able to buy enough food for our Armed Forces and export purposes. These orders require producers or distributors to reserve or set-aside for sale to a Government agency a given percentage of their goods. For example, beginning August 20th, Federally inspected slaughterers set aside for Government procurement 50 percent of the quantities of their beef meeting Army specifications. Under a previous order these slaughterers set aside 45 percent. The new action, amendment 13, to War Food Order No. 75.2, was taken to make available to the U.S. military forces the necessary quantities of beef.

"Limitation orders" conserve materials or divert them into needed channels. For example, War Food Order No. 8 makes milk fats and milk solids available for other dairy products by restricting the use of milk solids in the production of ice cream and other frozen dairy foods. Another limitation type order limits the sale of live or dressed turkeys to provide holiday dinners for our Armed Forces.

"Allocation orders" are usually made to guarantee a fair division of a limited supply...or to restrict a scarce product to essential uses. For example, the supplies of milk sugar were not sufficient to provide for unrestricted use and still have adequate supplies to meet such essential uses as the production of penicillin. It was necessary, therefore, to allocate production to essential uses.

"Distribution economy orders" are issued to conserve food commodities, materials, labor, tires, gasoline, etc. For example, WFO 1 on bakery products prevents much waste and saves great quantities of labor and materials by prohibiting consignment selling of bread and the furnishing of



rack or display materials to retailers.

.....COMPLETE ON TRAY.....



Comes Labor Day, and the end of summer vacation for school kids...across the country schools open for business. At the same time, school lunchrooms will begin their program of laying the foundation for a healthier and more physically fit people. Many of these school centers have years of service behind them, others will be new this year.

When a school takes on a new function, it does so to contribute to the welfare of the child. That is the purpose of lunch at school. Nutritionists state that a child should receive at least one-third of his daily nutritive requirements at noon. One way to make sure that all children who eat in school lunchrooms get the required amount of food value is to serve it to them in the form of a complete lunch. That's why many schools with lunchrooms run by community cooperation are specializing in so-called plate of complete lunches.

As the children get a complete lunch through a common menu, the pattern of good food selection becomes fixed in mind. The natural desire to be one of the group motivates a child to eat all the foods that are put before him, and he develops the habit of eating foods that are worthwhile as well as those that are pleasant tasting.

Those complete one-plate lunches do not necessarily mean entirely hot foods. Salads and sandwiches with protein rich filling might be main dishes that can be flanked by raw vegetables and fruits in season. Or one hot dish and beverage may be served with cold foods. School lunch managers soon find out which food combinations are favorites and serve them often. They continually have to keep the food attractive and well-cooked because children are critical judges of well-prepared meals.

For years, lunch directors and home economists have advocated a plate or tray lunch for children with this educational end in mind. The war has brought the system greater recognition. Plate lunches are economical of time, effort, food and equipment...as well as money. These lunches follow a simple pattern...milk, meat, or another protein rich food, vegetable or fruit or both, bread with butter or fortified margarine. There may be a dessert, but that is optional.

Federal funds will be available in 1944-45 to assist schools needing financial help to serve school lunches. The Office of Distribution, War Food Administration is the agency disbursing the \$50,000,000 appropriated by Congress. The maximum reimbursement is 9 cents per meal per child. According to law, the payment depends on the number of children attending school in the state and local need of financial assistance. These lunchrooms, even with financial assistance, are basically community undertakings. The responsibility of planning, cooking, and serving the meal is up to local managers. Usually the managers or

sponsors are organized into a council composed of a school administrator, home economics, or agricultural teacher, representatives of the PTA and other civic organizations. When food is not grown especially for the lunchroom or donated, it is bought locally.

.....Broadcasters may wish to tell those people interested in securing financial assistance for a school lunchroom to write the nearest regional Office of Distribution at 150 Broadway, New York, 7, N.Y.

.....BUTTER IN SEPTEMBER.....

Homemakers will be able to buy four out of every five pounds of butter manufactured in September. In other words, 20 percent, one pound out of every five, will be set aside by manufacturers for war uses. This means it must be offered for sale only to a government agency for military and other non-civilian claimants.

The government's butter quota for September is lower than the 30 percent required to be set aside during August. This is in line with the War Food Administration policy of asking butter producers to reserve less butter during the months of seasonally declining production so that there will be a minimum disruption of the civilian supply.

The set-aside quota in September last year was also 20 percent. However, a sharp drop in butter production so far this year will probably make it necessary for government agencies to continue buying butter during October. Last year no butter produced after September was purchased except small amounts offered by butter makers in fulfillment of their previous commitments.

Olive Oil From Spain.....

American consumers may soon be seeing more imported olive oil on their grocer's shelves. The War Food Administration has made arrangements with the government of Spain for the exportation of 3,000 tons of olive oil to the United States. Olive oil is used principally for medicinal and edible purposes. In the preparation of foods, olive oil is a popular ingredient in salad dressings and is used as a fat for frying foods.

Olive oil was among the several oils returned to private trade by the WFA several months ago and no permit is necessary to import it.

.....MORE MILK IN BREAD.....

Non-fat milk solids are in good domestic supply now, so the War Food Administration has amended War Food Order No. 1 to remove all restrictions on their use in the manufacture of bread. This new amendment was effective August 22nd. These non-fat dry milk solids used to be known as dried skim milk. (See "Round-Up"...June 3, 1944)

Milk in bread making has been limited since January 1943 to four parts of milk to 100 parts of flour. The removal of the restriction will enable bakers to return to pre-war standards (averaging about six parts of milk to 100 parts of flour). This means an improvement in bread from the standpoints of nutritive value, palatability and keeping qualities.

.....NEWS OF THE NORTHEAST REGION.....

(Cleared by O. W. I. with an "A" essential rating)

OL' MAC DONALD WAS A PIKER.....



Ol' Mac Donald had a farm is a great song for hayrides and other festive occasions... but we're here to tell you Ol' Mac Donald was a piker. He may have had a chick-chick here and a chick-chick there...but he never had as many broilers and fryers as we have here in the Northeast Region right now.

The background of our present prosperity in young tender fowl is interesting enough to merit telling here. First of all, there has been a heavy production of chickens all through the Northeast Region...particularly in the DelMarVa area of Delaware, Maryland, and Virginia...where broiler production is more highly concentrated than in any other area in the United States.

The situation has become especially difficult in the last few weeks, because the supply has proved to be too great for processors to handle, particularly in view of a labor shortage. So, producers haven't been able to sell their broilers. Consequently, many of the birds have reached the fryer stage...which means that they weigh more than three pounds live weight.

When meat rationing was relaxed, the broiler and fryer situation was made more serious still. Homemakers, naturally bought more red meat and poultry sales declined. And a further complication ensued when the Army changed its specifications for birds to be shipped overseas. The new requirements say that the chicken must be chilled several degrees colder than previously, so that it will arrive overseas in top notch condition. It will take some time for the processors to adjust their equipment to this new specification.

Some relief for the situation is in sight...when the Army quartermaster Corps resumes buying chickens for camps here at home. But in the meantime, there will be larger than normal supplies of broilers and fryers available for civilian consumption. Homemakers can help move these supplies, and prevent waste of valuable food by serving their families delicious wholesome chicken dinners. So, we've prepared a leaflet containing excerpts from USDA Farmer's Bulletin 1888 on "Poultry Cooking". You'll find a copy of our give-away enclosed with this issue of "Round-Up". As you can see, it's titled "Tips on Cooking Fryers and Broilers", and is a



collection of information about methods of frying, broiling, and open-pan roasting young chickens. If you would like to offer your listeners this leaflet, it can be obtained at this office. Just write to Marketing Reports Division, Office of Distribution, War Food Administration, 150 B'way, New York, 7, New York, and tell us how many copies of the leaflet you need. We'll send you the number you request within five days.

# FOOD FACTS.....

Poultry.....Contains good quality protein similar to that of red meat. It also provides a fair amount of iron, and of niacin. Best of all, poultry is easily digested, palatable, and can be prepared in many ways.

Potatoes....Originally came to us from South America. They were unknown to the Old World. Our early English settlers first discovered the Indians busy with their cultivation. Potatoes were introduced into England in 1586.

Cantaloupes.....The name of this favorite melon comes from the Castle of Cantalupe in Italy, the birthplace of that particular variety.

Beets.....Are among the oldest-known of our common vegetables. They have been under cultivation since a very early date. Records place this sometime between two and three hundred years before Christ. Beets are still growing wild on the coasts of Europe, North Africa and Asia.

Sugar.....The name of sugar comes from an old Sanskrit word meaning "grains of sand".

# PLENTIFUL FOOD INFORMATION.....

The foods listed below are expected to be plentiful throughout the Northeast Region in general for the month of September. Your mention of these foods on your programs will help encourage wise use of the wartime food supply.

<u>FRESH FRUITS AND VEGETABLES</u>		<u>OTHER FOODS</u>	
	Onions	!	Canned green and wax beans
*	Tomatoes	! ***	Frozen vegetables and frozen
**	Cabbage	!	baked beans
	Beets	!	Dry-mix and dehydrated soups
***	Snap Beans	!	Soya flour, grits and flakes
	White Potatoes	!	Peanut Butter
*	Peaches	!	Citrus Marmalade
	Apples	!	Grape jam
	Pears	!	Wheat flour and bread
	Other products in local	!	Macaroni, spaghetti and noodles
	abundance	!	Oatmeal

(NOTE).....  
 \* During the first part of the month  
 \*\* During the latter part of the month  
 \*\*\* Where there are facilities for handling frozen products.

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For current information on supplies of fruits and vegetables consult our weekly lists of markets in the region, or call the Market News Office in your area.

#### FEATURE THESE.....

Here are lists of plentiful fresh fruits and vegetables in major markets in this region. We suggest that you feature these fresh foods when you give meal-planning suggestions to your listeners. This is the twelfth installment of this feature which you'll find in "RADIO FOUND-UP ON FOOD" each week.

Latest wire information from our Market News Office is the basis for this report. For daily developments during this current week phone your local market news office.

#### BOSTON

Apples  
Beets  
Sweet Corn  
Celery  
Peaches  
Potatoes  
Tomatoes

#### NEW YORK CITY

Apples                      Onions  
Snap Beans                Peaches  
Beets                      Peppers  
Cauliflower               Potatoes  
Celery                     Squash  
Sweet Corn                Tomatoes  
Egg Plant                 Watermelons

#### PHILADELPHIA

Small Apples  
Beets  
Cantaloupes  
Sweet corn  
egg plant  
onions  
small peaches  
green peppers  
tomatoes

#### WASHINGTON, D.C.

Apples  
Onions  
Potatoes

#### PITTSBURGH

Apples                      Cucumbers  
Lima Beans                Lettuce  
Snap Beans                Honey-dew-melons  
Beets                      Onions  
Cantaloupes               Radishes  
Carrots                    Spinach  
Celery                     Watermelons  
Sweet corn

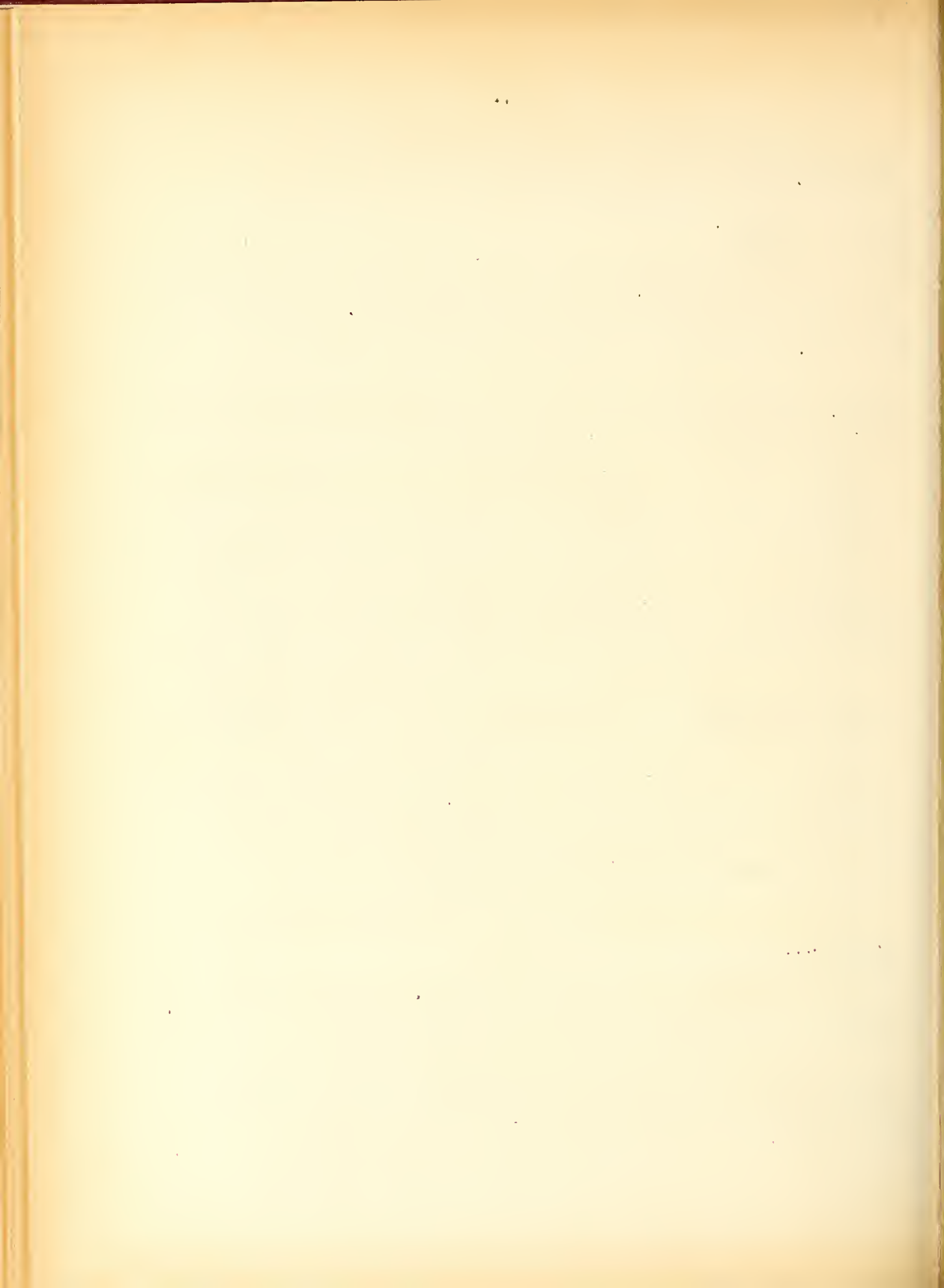
#### BALTIMORE

Snap Beans  
Sweet Corn  
Peaches  
Tomatoes

#### Comment.....

Fresh garden vegetables are still in abundance. But the first fall month is just around the corner. Still there is time to "put up" the winter's supply of canned fruits and vegetables.

The old "stand-bys"...peaches and tomatoes...are easily obtainable in most markets. Coming from your own personal canned supply, they will greatly enrich your table when the snow flies.





NOV 13 1944

# Radio Round-up

## on food

New York, 7, New York  
September 2nd, 1944

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## **P FOOD ADMINISTRATION .....**

FEATURE THESE.....Plentiful fruits and vegetables.

**WAR FOOD ADMINISTRATION**  
FEATURE THESE.....Plentiful  
**Office of Distribution**

ON SEPTEMBER'S MARKETS.....

With the emphasis on good nutrition this month, the American home-maker will find the food supply situation most promising.

The fall run of cattle is just beginning. While the total number of cattle sent to market will be larger this month, the supplies of beef for civilians will be slightly lower. The shortage of high grade cuts will be more pronounced, but there will be more low grade beef. Veal will be more adequate than during August, while lamb continues at the same level of supply. There may be slightly more pork for civilians than last month, but we'll still be short of pork chops, loins, and hams. Sausage, variety meat and canned meats will be in fairly good supply.

Dairy products in general will be fairly tight because of the seasonal decline in milk production. There will be less butter and evaporated milk for the month ahead than for the past few months, though about the same as in August. The cheese supply will be unchanged. Top grade eggs will be less plentiful, but there will be adequate supplies of the B and C grade eggs.

As for fresh produce, there will be plenty of potatoes, onions, and locally grown vegetables. The apple crop looks good....about 41 percent larger than the small yield of last year.

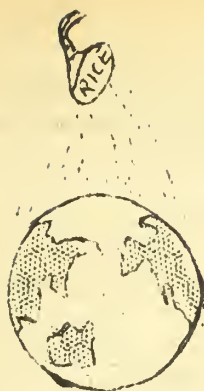
The supply of canned fruits and juices for the coming year will not be any bigger than in 1943...perhaps less. Canned pineapple, peaches, pears, and fruit cocktail will be in shorter supply, but this cut will be offset somewhat by increases in the minor fruits and juices. Canned vegetable supplies, barring unexpected changes, will be about the same as last year. However, some of the major items such as canned tomatoes and tomato juice will be in shorter supply. Canned baby foods, soup and baked beans are expected to be more plentiful.

As for the dried foods during September...there will be no increase in the supply of dried fruits as the new pack has not yet reached retailers. There will be an ample supply of dry beans for civilian distribution during the coming year, although only small quantities from the new crop will reach distributive channels in September.

Grains are a basic food and the supply is such that all civilian demands can be satisfied. That means plenty of bread, cereals, macaroni, and paste products.

.....U.S. RICE ON WORLD MARKETS.....

The United States is producing rice crops of record-breaking size. What's more we're shipping rice to countries now that used to depend on Burma, Thailand, and Indo-China.



The greater part of the rice grown in the United States continues to go to Cuba, Puerto Rico and Hawaii, for these countries were our major rice customers even before the war. Our new outlets since the war are United Kingdom, Russia, West Africa, Greece, and liberated areas in France. While our shipments can't fill all demands from these countries, they are tiding the people over until the Burma area can be reopened.

Most of the rice produced in this country is grown in Louisiana, Texas, Arkansas, and California. Rice is harvested after the middle of the summer and is available on markets throughout the year. The southern rice crop begins to come to the mills during late August. The marketing year for California rice begins October 1st. The southern and California crops this year are estimated to be over 70 million bushels, compared with about 50 million bushels for the ten-year average (1933-42).

Rice is one of the international foods for which people have developed strong national tastes. The cook book of almost any country has rice dishes seasoned to suit the natives of that particular part of the world. In the United States, rice is consumed in large quantities by the people of the southeastern coastal plain and in the producing areas and by persons of Oriental or Spanish-American ancestry. For the past ten years, the average annual consumption of rice in the United States had been about six pounds per person. On a state basis the use of rice ranges from less than one-tenth of a pound in New Hampshire and Vermont to 25 or 30 pounds in South Carolina and about 40 pounds in Louisiana.

#### .....HOW LARGE IS A PORTION?.....



September is both Nutrition and Back-to-School Month. The two go well together because a good school lunch means better all around nutrition for boys and girls.

Schools which are to receive federal aid from the War Food Administration for their lunch programs must meet certain requirements. You'll notice these requirements are in reality, just safeguards. One of these requirements is that the lunch served supply a generous portion of the child's daily food needs.

The foods may be prepared in many different dishes and menus. However, to secure the maximum rate of assistance...9 cents per meal per child...each pupil must be served the following amounts:



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1. One-half pint of whole milk as a beverage.
2. A protein food serving such as: 2 ounces of meat, poultry, cheese, fish; or one egg; or one-half cup of dry peas, beans, or soybeans; or four tablespoons of peanut butter.
3. Three-fourths cup of vegetables and/or fruit.
4. One or more slices of bread or muffins or other hot bread made of whole-grain cereal or enriched flour.
5. Two teaspoons of butter or fortified oleomargarine.

For additional information on obtaining federal assistance for school lunch programs, write to OFFICE OF DISTRIBUTION, WAR FOOD ADMINISTRATION, 150 BROADWAY, NEW YORK, 7, NEW YORK.

.....BETTER WORK WITH RIGHT FOOD.....

Here are true stories that tell just how important good food is to our war workers, how it cuts absenteeism and turnover in half, in war plants.

About a year ago the Issacson Iron Works in Seattle, Washington was having difficulties with rapid labor turnover and absenteeism. So the company built and equipped a modern cafeteria. Soon after the cafeteria was opened, approximately 95 percent of the employees were eating there. The labor turnover the month before the opening of the cafeteria was over 12 percent, and six months after the opening it was down to less than six percent. Absenteeism since the opening dropped from 9 percent to about 4 percent.

Recently, in another part of the country, one hundred men from various war plants were nutritionally rehabilitated. These men were previously unable to work because of nutritional deficiencies. All except one of these men returned to work, and that one man joined the Armed Forces. One of the group was brought to the clinic in an ambulance. After a couple of weeks of diet and vitamin therapy, there was a definite improvement, and within three months this man was working six days a week. Throughout the next year, this man was on the job every day.

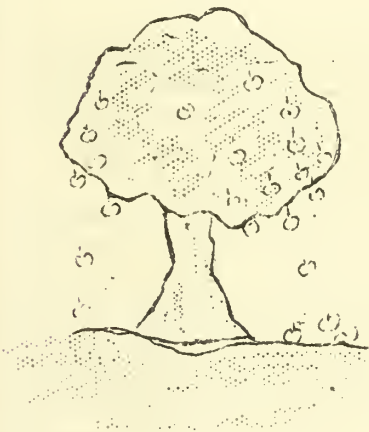
It was found that poor food habits were one of the factors causing the illness of these men. Recently, a nation-wide check up of daily diets was made, showing neglected parts of diets. Of the people asked, almost half of them had eaten no foods from Group Two of the Basic Seven the day before. And over one-third of them had neglected dairy products.

As September is Nutrition Month, special effort is being made to urge better breakfasts and better lunches for workers. Why don't you suggest to your listeners that they make surveys of their families' dietary habits. As was indicated in the survey, Vitamin C was one of the most

prevalent dietary deficiencies. And of course this deficiency can be cured by eating tomatoes, oranges, grapefruit, and raw cabbage. One orange, half a grapefruit, or ten ounces of tomato juice for breakfast will start the day with one-half of the daily Vitamin C requirement. Strange as it may seem, a survey made right in the citrus belt of California showed that about two-thirds of the people had not eaten citrus fruit or tomatoes once a day. Almost one-fourth of them had neglected these foods for a week or more.

Vitamin C is only one of the weak spots of the American Diet. Homemakers and dieticians have to plan good nourishing meals, and also teach everyone to eat them. Many are following the War Food Administration's Basic Seven Food Chart. By eating sufficient quantities of food from each of these seven groups, a person will have a balanced diet. In order to encourage workers to eat balanced meals, the dietician of the R.J. Reynolds Tobacco Company in North Carolina is offering vegetables and a variety of salads for five cents, and a low priced well-balanced special lunch. In addition, she has been carrying out a schedule of weekly classes for lunchroom supervisors and cooks. She's planning another educational program for the employees which should result in more nutritious lunches.

.....APPLE EATING TIME.....



Favorite apple recipes will soon be coming out of the cook's files as October promises to be the big apple harvest month. All states are looking toward good-sized crops this year...in fact...the increase is 41 percent over last year's small yield.

The commercial production of apples is expected to be slightly more than 125 million bushels. Thirty-five million bushels will be processed...leaving over 90 million bushels for fresh use. This amount for fresh use will be more than the entire apple yield last year.

Apples are one of the most popular fruits in group three of the Basic Seven Chart. Their popularity grows out of their adaptability...they may be eaten fresh, or sliced and fried to accompany the meat course, or baked for desserts.

In order that the family can enjoy favorite varieties throughout the winter, the forward-looking homemaker will be canning a supply of apples too. This fruit may be canned either sliced or as applesauce. Apple butter or spiced jelly are winter treats for those who like the flavor of cinnamon and cloves or allspice.

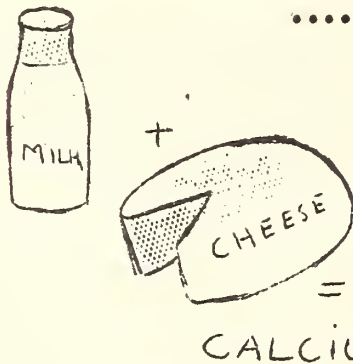
.....KNOW YOUR ONIONS.....

The cry for more onions was so strong last year that onion growers are promising a record breaking crop this fall. It is estimated at 51 percent greater than last year's crop and 47 percent above the 10 year (1933--42) average.

The Eastern States will harvest more onions than average, the central states less than average, but taken together their crops add up to about a normal supply. The greatest expansion in acreage and production has taken place in the Western States where this year's production is at least two and one-third times as big as average.

Because of a critical shortage of storage space in the Western producing states, you may be asked to help move the supply by encouraging greater consumption. Urge your radio audience to select bright, clean, hard onions with dry skins...and to watch for moisture at the stem end which may indicate decay at the heart of the onion. Onions will keep well if they are stored in a cool, dry, well-ventilated room. A free circulation of air is essential if the onions are not to turn soft at the center.

.....CALCIUM IN THE DIET.....



Many people consider calcium only essential for children. They think that grown-ups don't need calcium because their bones and teeth are already formed. According to Dr. Henry C. Sherman, Former Chief of the Bureau of Human Nutrition and Home Economics, calcium is one of the two nutrients in which American diets most often fail to measure up to the yardstick of good nutrition. Just because the bones and teeth have been developed is no reason that they will remain that way for a lifetime. They need material for repair just as the tissues of the body do. And calcium is the principal food value whose job it is to build and repair the teeth and bones.

Milk and cheese are the main sources of calcium. Green leafy vegetables are our second source, although they rate much below the dairy products in their supply of calcium.

You don't have to be concerned about getting too much calcium. If you take more than you need, there are special storage spaces in the bones to take care of the extra supply.



.....BURIED TREASURE.....

"Radio Round-Up".....July 8th, told of the huge limestone mine near Atchison, Kansas that would soon serve as a refrigerator for Uncle Sam's surplus agricultural products.

Well, the first shipments of food, dried eggs chiefly, will move into this huge cold storage warehouse, soon. About ten to 12 cars were moved on warehouse tracks for unloading this week.

The mine, located two miles from Atchison, has been converted into a cold storage unit by the War Food Administration to ease the strain on commercial cooler space. It means more room for foods that will be marketed this fall and during other seasons of peak agricultural production. It will provide space for a wide variety of products, particularly from the mid-west and far west.

.....NEWS OF THE NORTHEAST REGION.....

(Cleared by OWI with an "A" essential rating)

TIPS ON CHICKS.....

With the abundance of broilers and fryers, a great many homemakers must be serving broiled and fried chicken often. And although broiled and fried chicken are both favorites with most families, a little variety is appreciated too.

... .. One of the best variations... on the chicken theme is to serve broilers with a barbecue sauce. To do this, take a tender young broiler, coat it with equally blended parts of flour and fat, and season with paprika. Then bake it in a shallow pan brushing it with barbecue sauce from time to time. Most homemakers have their own recipes for barbecue or savory sauces. In general, though, the base for a good barbecue sauce is chili sauce, catsup or seasoned tomatoes....homemakers may want to use fresh Victory Garden tomatoes, or their home-canned variety from the pantry shelf. Worcestershire sauce, chopped onion, a touch of garlic, salt, and pepper, and lemon or pickle juice are all ingredients which will add to the flavor of the sauce. If the homemaker is really courageous, she might try a dash of cayenne pepper in the barbecue mixture.

A different and eye-catching way to serve fried chicken is in a small basket, surrounded with shoe-string potatoes or potato chips. These are called Chicken Baskets, and should appeal particularly to the younger members of the family. The potatoes may be left out in favor of corn on the cob...which makes an equally attractive dish. A fresh crisp salad, and fresh fruit team up well with chicken baskets and should make a really gala supper. Since summer is still with us, picnics are in order, so homemakers can eliminate their leftover problems by making cold fried chicken the main dish at their next outdoor meal.

FOOD FACTS ABOUT.....

Tomatoes.....Came originally from Peru where the Peruvians grew them as ornamental plants. Later, it's said that Sir Walter Ralieggh gave a plant of full fruit to Queen Elizabeth as a token of his admiration...and after that such gifts became quite common. Nobody thought of eating tomatoes though, until they were brought to North America in the 19th Century. Then it didn't take the practical Yankees long to discover that they were good to eat as well as to look at. It's possible that the idea that tomatoes were poisonous arose from the fact that the tomato plant belongs to the nightshade family.

Cauliflower...If it weren't for the farmer's tender care; the cauliflower we get would be green all over, instead of attractively white in the center. The outer leaves of the cauliflower, ~~look~~ like cabbage leaves, from the first. When the flower formation is about the size of an egg, the farmer pulls the leaves up around it and ties them at the top. That keeps the sun away from the inner part, and it blanches the pure white color we're used to.

Lemons.....A new hybrid lemon-lime has been developed by United States Department of Agriculture plant breeders to meet requirements for a type of lemon which can be grown in Florida.....  
.....This hybrid looks like a lemon, and has the lemon's flavor, but the pulp is the greenish-yellow color of limes.

Nutrition....Nutritionists say that a child should get at least one-third of his daily food requirements at the mid-day meal...and that's what the School Lunch Program aims to provide..

Onions.....Are among our most cosmopolitan vegetables. The French use them in their world-renowned onion's cups-- the Italians in their savory spaghetti sauces, and onions are an important ingredient in Chinese Chop Suey and other Oriental dishes.

FEATURE THESE.....

Here are lists of plentiful fresh fruits and vegetables in major markets in this region. We suggest that you feature these fresh foods when you give meal-planning suggestions to your listeners. This is the thirteenth installment of this feature which you'll find in "RADIO ROUND-UP ON FOOD" each week.

Latest wire information from our Market News Office is the basis for this report. For daily developments during this current week, phone your local market news office.

BOSTON

Apples  
Cantaloupes  
Cauliflower  
Sweet Corn  
Onions  
Peas  
Potatoes  
Tomatoes

NEW YORK CITY

Apples                      Oranges  
Beets                      Peaches  
Cantaloupes              Peas  
Cauliflower -- Peppers  
Celery                      Potatoes  
Sweet Corn                Sweet Potatoes  
Egg plant                  Squash  
Onions                      Tomatoes

PHILADELPHIA

Apples  
Beets  
Cantaloupes  
Carrots  
Corn  
Egg plant  
Peppers  
Tomatoes

WASHINGTON, D.C.

Apples  
Peaches  
Potatoes  
Sweet Potatoes  
Tomatoes

PITTSBURGH

Cantaloupes  
Onions  
Peaches  
Potatoes  
Sweet Potatoes

BALTIMORE

Apples  
Sweet Corn  
Peaches  
Peppers  
Potatoes  
Sweet potatoes

Comment.....

Summer is nearly gone. Those who have not already done so, should do their canning now. Peaches and tomatoes are still abundant in many markets, and so are melons and sweet corn. Use the fruits and vegetables fresh from the gardens while you can.





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NOV 13 1944



# Radio Round-up

## on food

A Service  
For Directors of Home Forum Programs

New York, N. Y.  
September 9th, 1944

.....J-H-A-T-'-S I-N-S-I-D-E.....

- .....MEAT ON THE MENU.....Meat prospects for the year.  
.....
- .....BIRTHDAY FOR THE "A" FLAG.....All about "A" awards.  
.....
- .....ANOTHER SLICE OF CHEESE.....Cheddar cheese expectations.  
.....
- .....FOOD FOR THE OVERSEAS GIFT.....Package tips that make good sense.  
.....
- .....ARMY WANTS TURKEYS.....Civilians will get their share, too.  
.....
- .....LUNCH IN THE PINE ROOM.....Or, the joys of in-plant feeding.  
.....
- .....OFF THE RATION LIST.....Reasons for recent ration releases.  
.....
- .....FOOD FACTS.....Filler facts for your use.  
.....
- .....FEATURE THESE.....Plentiful fruits and vegetables.  
.....

WAR FOOD ADMINISTRATION  
Office of Distribution

.....MEAT ON THE MENU.....

More cattle are going to market now. This is a seasonal increase, and civilians can expect larger supplies of veal and lower grade beef. The total receipts this fall and winter are expected to show about a third more cattle and half again as many calves as a year ago.

That top grade beef will continue in light supply largely because the number of beef on grain feed is smaller than a year ago. On August 1st there were only three-fifths as many on feed in the eleven Corn Belt States as in 1943. Another reason the homemaker won't be seeing the more choice cuts of beef on the market is due to the fact that a higher percentage of the top grades are required for our military forces. Since September 3rd, sixty percent of "good" and "choice" Federally inspected beef, and sixty percent each of "commercial" and "utility" beef must be reserved for purchase by war agencies.

With no set-aside on veal, you'll continue to see relatively good supplies of this kind of meat the rest of the year. Many stockmen are paring down cattle numbers by selling their calves.

For the rest of 1944, consumers will find slightly less pork, lamb, and mutton available than they were able to buy the last quarter of 1943 and the first of 1944. Hog slaughter reached an all-time peak in the first half of this year when over 41 million head were slaughtered under Federal inspection. This was about a 37 percent increase over the first part of 1943. The seasonal upturn in marketing after the first of October will be less pronounced this year, because there was a 24 percent reduction in the spring pig crop and non-civilian takings for pork are also large. Lamb and mutton supplies will be about 10 percent smaller this year than last. In fact, the lamb crop of 29,600,000 head is the smallest since 1930.

The consumer will find that meats will be in supply in this order..... beef, pork, veal, lamb, and mutton.

.....BIRTHDAY FOR THE "A" FLAG.....



The green flag with the big "A" in the white circle you have seen flying over a cannery or food plant in your town is going to have its first birthday next week.

If you attended the ceremony when an "A" flag was presented to the men and women at a local food processing plant, then you heard an Army or Navy officer and a representative of the War Food Administration tell those who had "worked in the pack" just what their food services were contributing to the march on Berlin.



...3...

You heard the workers praised for protecting the well-being of the home front with important food supplies. That praise was truly earned because to get an "A" award the plant had gone over and beyond the basic requirements of quantity and quality of food production. Also the spirit of the workers is high in "A" winning plants.

After the introductory speeches, you saw the "A" award flag raised for the first time. You heard an official from the plant accept that flag. Then you saw a representative group of workers step forward to receive the coveted "A" award pins...in all probability from the hands of one of our heroes at Tarawa or Anzio or France.

Finally you saw one of the workers...self conscious before the plant gathering...accept the pins in the name of his fellow workers. He said that he did not feel that this honor was for himself. He was doing a job for his son and the neighbor boy next door who were in uniform. Yes, even for the lad down the street who wouldn't come back. He didn't consider the award the end of his work...rather he pledged himself to -stick to his post until the war was won.

And then everybody stood up and sang the Star Spangled Banner. That was the "A" award ceremony in your town...or the town up the road. No big celebration. No great fanfare. But the people who filed away from the presentation platform had a firmer set to their jobs.

On September 18, we celebrate the "A" award birthday we have mentioned. Just one year ago the War Food Administration announced its program to honor the men and women who process the nation's food. Over two hundred food plants have won the achievement flag. This "A" flag shows a big block surrounded by a white wreath composed of a hand of grain and half of a gear wheel symbolic of farm and plant production. All this is on a green field symbolic of agriculture. A white star in the left corner indicates the first year's award, and a star may be added for each year the plant continues its high record of production. A hundred and fifty thousand workers proudly wear the "A" pin which is a replica of the central design on the flag. Canneries, meat packing plants, and grain processors have shared in the award from coast to coast.

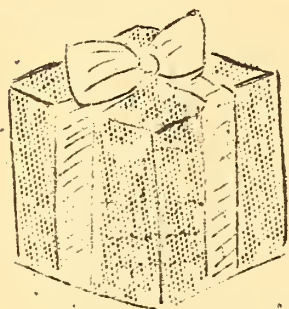
Tell your listeners next time they see an "A" award flag or pin it is a sign of cooperation among farmers, food processing plants management and workers.

#### .....ANOTHER SLICE OF CHEESE.....

About eight million more pounds of Cheddar cheese will be divided up among American civilians this month than in September 1943. That makes the total slice for the folks at home about 36 million pounds this month.

The Armed Forces, the Allies, Red Cross and other war claimants obtain their yearly supply of cheese from quantities manufacturers set aside for them each month. From May until September 1st, manufacturers have set aside for war needs 60 percent of the Cheddar cheese they made. Now that production is declining seasonally, the War Food Administration has cut this quota to 50 percent of production during September. This is in accordance with the government plan to buy the bulk of its requirements in the spring and summer months of high production. During months of low production the Government buys less so that civilian supplies will be fairly constant. It is expected that the quotas for October and November will be still lower than that for September.

.....FOOD FOR THE OVERSEAS GIFT.....



If one of the Christmas packages for a boy or girl overseas is going to be food, the contents should be picked and wrapped with some consideration to avoid disappointment to the receiver.

The climate is an important factor. For example, soft chocolate candy won't stand tropical weather, but might be sent to cooler climates if packed in tin. Perishable foods like fresh fruit will not be accepted by the post office. Food in glass jars are not banned by post office regulation,

but are discouraged because too many people do not know how to pack the containers. In some cases the boys have tried to eat the food, even though the glass around it was broken, and have received cuts...and food poisoning. If glass jars are included in the package, they should be heavily wrapped in excelsior or shredded paper. Tin containers are preferred.

As for contents...get food the boys will not get G.I. That includes a number of items in the luxury class. Anchovies, olives, crabmeat, fruit juices, fancy crackers...all have been voted favorites. Fruit cakes are always popular holiday fare...they ship and last well. As for cookies, food specialists in the U.S. Department of Agriculture suggest that firm, rather soft thick cookies travel with less breakage than the thin, crisp, type. Square cookies pack more capacity than round cookies. Dried fruit bars, honey, chocolate chip and spice cookies are all good travellers. Chocolate brownies will keep moist if frosted on all sides and then wrapped individually in waxed paper. Tight tin containers not only insure a safer arrival, but protect the freshness of cookies, cake, candy, nuts, and other foods. Some mothers have sent fruit and fudge cakes in tin boxes and sealed the edges of the lid with adhesive tape. Their sons reported that the cakes arrived in perfect condition. Vacuum packed nuts are also recommended.

That gift of food can truly be a holiday message from home.

.....ARMY WANTS TURKEYS.....

Civilians will have difficulty buying turkeys until the Army Quartermaster Corps has bought enough to assure every serviceman and woman turkey dinners for Thanksgiving, Christmas, and New Years Day.

War Food Order 106 requires the set-aside of 100 percent of the turkeys marketed and processed in designated States and areas most of which are west of the Mississippi River. Though this order has been in effect more than a month, less than three million pounds of turkeys have been obtained. This is in addition to the eight million pounds of hen turkeys purchased for overseas shipment before June. The total quantity obtained is very small in relation to the need of the Armed Forces and only a small portion of the 500 million pounds of turkey being produced this year. The War Food Administration will restrict sales of turkeys to Army buyers only until the servicemen's quota is met.

Although total military requirements of turkeys cannot be told, the need is considerably greater than last year. However, even when military purchases are met, the civilian share will be at least three pounds per capita as compared with three and a fourth pounds last year and only about two and a half pounds per capita in the pre-war years 1935 to 1939. With the all-time record supply in prospect this year the share for each civilian may exceed the three pounds allotted.

.....LUNCH IN THE PINE ROOM.....

Since the war began, industrial output in America has increased so tremendously that Government, management, and labor have found it necessary to promote better working conditions. One of the new steps is that workers are being fed on the job. By March of this year, five and a half million workers were benefiting from in-plant feeding arrangements. This represents a third of the workers engaged in manufacturing jobs. Before the war less than one-fifth of the workers in manufacturing plants were getting their meals at work.

The General Cable Corporation at Perth Amboy, New Jersey is one of the many plants responsible for these new figures. To feed an ever increasing number of employees (plant has grown from 1200 to 3700 workers), the management decided to switch from a cold service counter to a full-blown cafeteria.

The restaurant opened this March. Walls in the room are knotty pine and the cretonne drapes at the windows have pine cone designs. The tables are topped with chromium finish. Reproduction of famous pictures hang on the wall.



There are three feeding sessions at noon extending from 11:30 to 1:00 P.M. The workers always have a choice of homemade soup, two meats, three vegetables, salads, combination plates, desserts and drinks. Then there is the sandwich bar for those who care to supplement lunches brought from home. Food popular in the homes of the workers, such as meat and cabbage dishes, are frequently included in the menu. The women in charge of this cafeteria believe that food can be interesting and reasonable.

Some of the mill jobs require constant attention from the workers. Those who are unable to leave their benches to come to the cafeteria are serviced by three wagons equipped to keep food hot and cold. As much food is sold from the wagons as in the cafeteria. Women do most of the work in the cafeteria, and in this plant are enthusiastic workers because usually they have sons in the Army and want to feel they are doing a war job at home.

The General Cable Corporation does not consider its feeding program a wartime measure. It expects to continue the in-plant feeding program when the war is over because it feels hot, nutritious food on the job is a definite factor in maintaining health of workers and keeping morale at high level.

#### .....OFF THE RATION LIST.....

A number of processed foods go off the ration list, September 17th, because of ample supplies available or in prospect, according to War Food Administrator, Marvin Jones.

The items that will be ration point-free include fruit spreads... jams, jellies, and fruit butter of all varieties...canned vegetables, including asparagus, beans (fresh lima) corn, peas, pumpkin or squash and mixed vegetables...and related products including canned baked beans, tomato sauce, paste, pulp, puree and soups and baby foods.

There are many factors responsible for this revision of the ration lists, said Administrator Jones. "The American farmer and ranchman have done a magnificent production job since the beginning of the war. Each year of this war they have set a new production record. They have worked long hours. They have been assisted during the harvest and other emergency periods by volunteer workers, part-time and otherwise from the towns and cities.

"They have not only made it possible for us to have the best-fed army and navy in the world, but they have supplied essential civilian needs and at the same time have made it possible for us to ship vast quantities of food to our fighting allies."

Favorable growing weather, reserve supplies and changing war demands make it possible to release additional foods from rationing.

"In securing a sufficient supply of food to have assurance of army, civilian and lend-lease needs, it is inevitable that more than is necessary will be on hand as to certain items. Not only weather conditions, but changing demands and needs make it impossible to produce exactly the amount needed. We are endeavoring to anticipate some of the problems that will arise in handling the vast quantity of food that are vital to our wartime activities.

....NEWS OF THE NORTHEAST REGION.....

(Cleared by OWI with an "A" essential rating)

FOOD FACTS ABOUT.....

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COFFEE.....It is thought that Captain John Smith first introduced coffee to the New World. He had become acquainted with it during his travels in Turkey.

EGGS.....Years ago people in Peru used to save their egg shells. At Carnival times, the shells were filled with water, flour, or paint, and thrown playfully at passers-by.

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GRAPES.....California grapes were carried to the Pacific Coast by the early missionaries from Europe. These vines now produce three types of grapes...table grapes, grapes for wine, and the raisin-type grapes.

GELATIN.....Is actually obtained from the bones, sinew, tissue, flesh, and soft portions of the hides of cattle...not from the hooves and horns, as it is commonly thought.

MEAT....."Utility" is the name of the grade of meat most abundant in markets now. Utility meats are in Group Five of the Basic Seven Food Groups, along with other foods such as eggs and poultry, which are sources of good protein. Utility meats have vitamins and minerals, too. The French have a special way of cooking the lower grades of meat which sounds mighty good. They soak the piece of meat for an hour in French dressing. The vinegar in the dressing breaks down the connective tissue and tenderizes the meat...and the oil supplies the fat needed by lean utility meats.

FEATURE THESE.....

Here are lists of plentiful fresh fruits and vegetables in major markets in this region. We suggest that you feature those fresh foods when you give meal-planning suggestions to your listeners. This is the fourteenth installment of this feature which you'll find in "RADIO ROUND-UP ON FOOD" each week.

Latest wire information from our Market News Office is the basis for this report. For daily developments during this current week, phone your local market news office.

BOSTON

Apples  
Snap Beans  
Cabbage  
Cantaloupes  
Sweet Corn  
Peaches  
Potatoes  
Tomatoes

NEW YORK CITY.

Apples  
Cantaloupes  
Sweet corn  
Oranges  
Peaches  
Peas  
Tomatoes

PHILADELPHIA

Beets  
Sweet Corn  
Egg Plant  
Onions  
Peaches  
Peppers  
Tomatoes

WASHINGTON, D.C.

Apples  
Cantaloupes  
Sweet Corn  
Onions  
Oranges  
Peaches  
Potatoes  
Tomatoes

PITTSBURGH

Apples  
Cabbage  
Cantaloupes  
Cauliflower  
Celery  
Sweet Corn  
Onions  
Peaches  
Pears  
Potatoes

BALTIMORE

Apples  
Sweet Corn  
Egg plant  
Onions  
Peaches  
Potatoes  
Summer squash  
Tomatoes

Comment:.....

In some areas there is still an opportunity to get peaches and tomatoes for canning. Cold storage space for apples will be limited this fall. Why not put up some apple sauce along with your peaches and tomatoes?



NOV 13 1944

# Radio Round-up

## *on food*

New York, 7, New York  
September 16th, 1944

.....W-H-A-T-'-S      I-N-S-I-D-E.....

FEATURE THESE.....Plentiful fruits and vegetables.

**WAR FOOD ADMINISTRATION**  
**Office of Distribution**

.....FROM THE CROP REPORT.....

The crop report of September 1st issued September 11th by the U.S. Department of Agriculture shows that American farmers and their families have done their on-to-victory job well. Net agricultural production now seems likely to be above that of any past year except 1942...and even within 2 percent of that all time bountiful year.

Among crops now expected to surpass last year are corn, wheat, oats, peanuts, and deciduous fruits and vegetables for the fresh market. As a result of dry weather in the North Atlantic and Pacific Coast States and damage from drought in other sections of the country in early August, prospects for dried beans declined 10 percent during the month. Potatoes, dry peas, apples, sugar beets, rice, and buckwheat were also affected by this drought, and their prospective production declined from one to four percent since the August first estimate:

If frosts hold off until large acreages planted to late crops can mature, further production records can be expected. A few weeks of favorable weather could give the largest aggregate volume of crops this country has ever produced.

Fruit Production.....

The total prospects for fruit this season changed very little during August. Dry weather brought a slight decrease in commercial apple supplies. But this decrease was more than offset by increases in other fruits. The tonnage for eight major deciduous fruits such as apples, peaches, pears, grapes, cherries, plums, prunes, and apricots is indicated as over a fifth greater than the 1943 production. As for citrus fruits, the homemaker can expect fully as much of these types as from the 1943 bloom.

Fresh Vegetable Market.....

Commercial truck crops for the fresh market in 1944 will exceed the previous bumper year of 1942 by 11 percent. New high records were set in particular for cabbage, lettuce, and onions. And tonnage for eight important vegetables for processing was up about 10 percent over 1943..... these vegetables include snap beans, green peas, sweet corn, tomatoes, beets, lima beans, kraut cabbage and pimientos. While the production of sweet corn, green peas, and snap beans is lower than last year, tomatoes were about a fifth more plentiful.

Poultry and Egg Production.....

Farm flocks laid more eggs this August than in any other August in history....42 percent more than the ten-year average. All through this year record supplies of eggs have been available to homemakers. Production during the first eight months of this year topped all other years in all parts of the country. The U.S. Production during this period was over 44 billion eggs...nearly a half more than the ten-year average.

In contrast to last year, the number of pullets not yet of laying age on farms September 1st had decreased 16 percent from a year ago. And of the chickens hatched from June 1st to September 1st, there were 37 percent less on farms than last year...this is the smallest number in four years of record.

#### Milk Production.....

Milk production during August was two percent less than the same month last year, chiefly because pastures were affected by drought. Supplies of butter for civilians will be much smaller the last quarter of this year than last.

#### .....MORE CRIES FROM ONIONS.....

Now is the time to recommend recipes that call for a smothering of onions. The late summer crop of onions now coming to market promises to exceed a billion 7 hundred million pounds. This looks like the biggest onion production in history and is 52 percent greater than the crop of last year.

This onion supply is not too much. It's just that there is a shortage of storage space in the Western States where the expansion in acreage and yield was greatest. Unless storage space can be found in the homes of consumers, a large part of this year's harvest may be lost.

In face of the record production and storage problem, onions have been designated as a Victory Food Selection for the period September 21st through October 7th. The War Food Administration designates a product as a Victory Food Selection when the supply is exceptionally heavy and must be moved rapidly into consumer channels. So during this period encourage consumers to eat more onions and to lay in an extra supply of ten pounds or more.

As for using the supply, suggest to your listeners that they have some of the utility beef ground into hamburgers...a natural combination with onions. Stews, pot roast, meat loaf, chili, braised meat dishes, and vegetable combinations are all enhanced by the flavor of onions.

The consumer who wants to store onions at home over a period of several months should select good, fully dried onions. Then the onions should be kept in a dry place because humidity causes onions to rot. A pantry or attic is superior to cellar storage. Or the onions may be spread on a screen placed overhead in a garage or back porch. Just be sure the temperature is as near freezing as possible, but don't permit the onions to freeze. The recommended temperature is from 32 to 55 degrees. There should also be a free circulation of air around these vegetables, never pack the onions too tightly in a closed container.



.....THE FALL FOR APPLES.....

Apples, popular fruit in Group Three of the Basic Seven Food Chart, will account for about a fifth of the total fresh fruit supply this year. Although the apple harvest is only slightly above average, it is expected to total nearly one and a quarter million bushels...which is 38 percent greater than the small yield last year.

While an apple a day may not keep the doctor away...regardless of the old proverb...it is a fruit that adds to our well-being. Group Three fruits and vegetables are not significant for any vitamin or mineral, but they make good all-around contributions to the diet. However, apples in view of their large use do contribute plenty of Vitamin C if eaten raw. They also give us a fair amount of iron. When apples are made into sauce and cooked they lose about a fourth of their Vitamin C.

Another reason for hailing the fall harvest of apples is their adaptable use. We use apples raw, in vinegar, apple butter, apple cider, canned juice and sauce. And even though they lose some food value when you cook them, it would be tiresome to eat apples raw always. Apples with a tart flavor are really better when you cook them and add a bit of sweetening. Also the fruit with bruises and bad spots are more adaptable to cooking. Those cooked uses include baked apple, apple sauce, pie or dumplings. Fried in bacon fat or other table fats, apples are a good accompaniment to the meat course. They may also be scalloped with sweet potatoes or used as apple stuffing with baked spare ribs. As a dessert they may be used in apple sauce cake, with tapioca, or with bread crumbs as brown betty.

As for storage, apples keep longer than most fruits at room temperature. But they'll taste better and keep longer if kept in a cool, moist storage room. A well-ventilated cellar with a dirt floor makes a good place. The temperature of the storage room should not be lower than 35 degrees and the most desirable temperature would be between 35 and 40 degrees. Although apples have a natural protective coating they tend to absorb odors from vegetables stored in the same room...so it's a good idea to choose their storeroom company carefully.

.....IN THE BAG.....

You may know them as the earth nut, goober, monkey nut or pinder...but by any other name they're still peanuts. And roasted peanuts especially the Spanish Variety, and peanut butter, will continue plentiful during 1944.

This year the peanut crop is the largest in history. A billion and a half pounds will soon be available for processing into favorite peanut products...butter, salted and roasted nuts and peanut confections.

Nearly half the commercial edible crop of peanuts is made into peanut butter. Some 700 million pounds of farmers' grade peanuts may be turned into peanut butter during the coming year. Salted peanuts are second in popularity. The small Spanish salted type will be especially plentiful on the home

markets. The Virginia shelled peanuts, or the jumbo type, will be scarce since Uncle Sam is reserving nearly 50 percent of the crop of Virginia's for shipment to our armed forces, overseas in the form of salted peanuts. The boys at the front will receive some salted Spanish, also.

Early in the war farmers were asked to increase their production of peanuts because of the nation's need for vegetable oil. Peanut oil can be used to replace imported oils, mainly cocoanut oil, which used to come from the Dutch East Indies, the Philippine Islands, and Malaya, and to some extent olive oil from Europe. Every part of the peanut plant and all by-products resulting from factory processes can be used, mainly for stock feeding. Peanut hay, press cake and meal by-products left from making oil are excellent feed for cattle and hogs. Peanut shells are used for fuel or as a filler in stock feeds.

Peanuts are mainly valuable for food and forage but to some extent they have gone to war in such forms as explosives, oil, salves, and medicines.

Though peanuts are regarded often as between-meal snacks to be eaten just for enjoyment, they are really a very good food. They contain high quality protein and are a good source of fat. That fat content of peanuts ranges from about forty to fifty percent and the protein content ranges from about thirty to thirty-four percent. Just one ounce of peanuts will provide about a tenth of the day's requirements of protein. Peanuts can also be a very important and inexpensive source of thiamine, riboflavin, and niacin. A one-ounce package will supply about a fourth of the day's requirement of niacin. Their protein and fat content place peanuts in Group Five on the Basic Seven Chart with meat. Peanuts, however, are not a satisfactory substitute for dairy products or eggs.

Peanut butter is an excellent example of a nut prepared in a way to increase ease of digestion.

#### .....CHRISTMAS GIFTS FOR U.S. PRISONERS.....

Christmas packages for the boys overseas are being mailed now and until October 15th to assure delivery in time for the holidays. The Red Cross Prisoner-Of-War Packages Center in Philadelphia started its Christmas packaging in the middle of August. The Red Cross wanted to be sure that each American Prisoner of War and civilian internee held by Germany would have a special Christmas gift on time. The Red Cross Packing Centers in New York and St. Louis will continue on the standard food parcels which go to American Prisoners in Europe weekly. The standard food packages go to the Orient whenever Japan permits delivery.

The Red Cross Christmas Package brings a bit of luxury into the lives of the internees. It will contain articles that the prisoners would not get usually and things to remind them of Christmas. The contents include canned turkey, plum pudding, sausages, butter, deviled ham, cheddar cheese, bullion cubes, tea, honey, strawberry jam, candy, mixed salted nuts, fruit bars, dates, sliced pineapple, chewing gum, playing cards, cigarettes, smoking tobacco, a pipe, wash cloth, a game, a picture for barrack walls.



That picture is of some typical American scene such as Niagara Falls or Old Faithful, or perhaps a Currier and Ives reproduction. With few exceptions the food in these packages is purchased through the War Food Administration.

The next-of-kin to a prisoner of war or civilian internee in Europe may also send a Christmas package. Every box the next-of-kin mails must have the current parcel label attached that has been issued by the Office of the Provost Marshal General. These labels go out automatically every sixty days and it is not necessary to request them. Relatives other than the designated next-of-kin are not entitled to obtain parcel labels. There is, however, no objection to other members of a prisoner's family contributing to the package provided it does not exceed the permitted weight and size.

#### .....NUTRITION IN WARTIME ENGLAND.....

September is Nutrition Month in the United States because the war has re-emphasized to the American people that the strength of a nation depends on how food is produced, conserved, and used in the Fight For Freedom. During the month, the Press, and radio, and magazines and clubs across the nation will deal with popular understanding of good eating habits. In England, too, ever since the war began, the British Food Ministry has carried out this idea of direct, contact with the people to give food advice. The Ministry of Food has created some fifty food advice centers in different parts of the British Isles. These centers are each staffed with about half a dozen women who are skilled cooks and have practical experience in wartime housekeeping.

The Centers are usually opened in a shop in a busy street of a town, people come in to get advice on how to provide nourishing meals, work out their ration points, or deal with some special difficulty.

The centers give suggestions on packed lunches, children's meals, and preparation of wartime dishes.

At stated times during the day, demonstrations of simple wartime dishes are given and emphasis is laid on the importance of a balanced diet. The demonstrators don't stay in the Centre all day. They go out to the big stores and into factories at the lunch hour. At many market places in Britain too, the Food Advice Booth is open every week.

The women in Britain have had a difficult job to cope with wartime food problems, so the Food Advice Centres have been most helpful. And when a homemaker has learned a good food trick herself...she brings the idea to the Centre so that it will be shared with other women.

#### .....NEWS OF THE NORTHEAST REGION.....

(Cleared by OWI with an "A" essential rating)

#### ONION TALK.....

By this time you probably know that there are plenty of onions for us to enjoy. Just for the record, onions are at the peak of their season, and storage space is short. In order to prevent waste of these favorite flavor-



bringer-outers, homemakers ought to use more of them now, and store them for winter use. Here are a few recipes which include onions, and some for cooking onions by themselves. They're simple, and they should make good listening, as well as good eating:

#### FRENCH-FRIED ONIONS.....

6 or 8 medium-sized onions	1 egg
1 cup flour	1/4 teaspoon salt
1 cup milk	cooking fat

Skin the onions, slice very thin, separate into rings, dip into batter made from the flour, milk, eggs, and salt, and drain well. Have ready a kettle of fat hot enough to brown a small piece of bread in 60 seconds. Put the onions in a wire basket, lower into the hot fat, fry until the onions are golden-brown, drain on absorbent paper, sprinkle with salt, and keep hot until served.

These should be delicious with that point-free utility grade steak...or with plentiful fish.

#### STUFFED ONIONS.....

5 or 6 large onions	2 cups bread crumbs
3 tablespoons fat	1 teaspoon salt
1/2 cup chopped celery	pepper
2 tablespoons chopped parsley	

Skin the onions, cut in half cross-wise, simmer in salted water until almost tender, and drain. Remove the centers without disturbing the outer layers, and chop fine. Cook the celery and parsley in the fat, for a few minutes, then add the bread crumbs, salt, pepper, and chopped onion. Fill the onion shells with this stuffing, and bake in a moderate oven for about 30 minutes, or until the onions are tender.

For a more hearty dish, chopped cooked meat or fish or baked beans may be used in the stuffing in place of most of the bread crumbs.

#### TOMATO AND ONION SALAD.....

Place thick tomato slices on a plate, alternating with thin onion slices. Serve on greens with a tart French dressing.

This is a delicious flavor combination, and offers the added advantage of using two plentiful foods. The color combination is attractive too.

FEATURE THESE.....

Here are lists of plentiful fresh fruits and vegetables in major markets in this region. We suggest that you feature those fresh foods when you give meal-planning suggestions to your listeners. This is the fifteen installment of this feature which you'll find in "RADIO ROUND-UP ON FOOD" each week.

Latest wire information from our MarketNews Office is the basis for this report. For daily developments during this current week, phone your local market news office.

BOSTON

Apples  
Beets  
Sweet Corn  
Onions  
Peaches  
Potatoes

NEW YORK CITY

Apples      Onions  
Beets      Peas  
Cantaloupes      Peaches  
Celery      Plum-Prunes  
Cucumbers      Tomatoes

PHILADELPHIA

Small apples  
Beets  
Sweet corn  
Peaches

WASHINGTON, D.C.

Cantaloupes  
Eggplant  
Onions  
Oranges  
Peppers  
Sweet Potatoes

PITTSBURGH

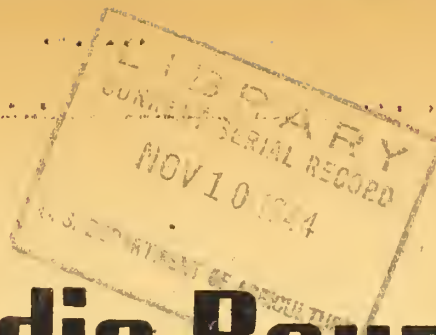
Apples  
Grapes  
Melons  
California oranges  
peaches  
pears

BALTIMORE

Apples  
Sweet corn  
-Onions  
Peppers  
Sweet Potatoes  
Tomatoes

Comment.....

Some markets still have a good supply of peaches. Apples are in abundance. Now is the time to use them freely...fresh or cooked...and to can next winter's supply of applesauce. Pears are close to the peak of their season, and grapes are beginning to appear in quantities.



# Radio Round-up

## *on food*

New York, 7, New York  
September 23rd, 1944

.....W-H-A-T-'S                    I-N-S-I-D-E.....

FEATURE THESE.....Plentiful fruits and vegetables.

**WAR FOOD ADMINISTRATION**  
**Office of Distribution**



.....A GLANCE INTO THE U.S. SUGAR BOWL.....

Susie Sugar  
SAYS....



Use ME CAREfully

for CANNING AND

BAKING! I'm precious!

Did you know that more sugar is being used in this country than before the war? Not only are homemakers and food processors putting quite a drain on the national sugar bowl, but much sugar is being made into industrial alcohol for synthetic rubber. These demands plus smaller sugar beet crops and restricted imports because of the war will make the stock carry-over at the end of this year smaller than at the end of 1943.

Some retail stores have reported temporary shortages of sugar and this is chiefly because U.S. distributors are behind schedule on orders as a result of labor shortages and inland car movement difficulties. Preliminary information from the War Food Administration shows that the consumption of sugar in the United States during the first eight months of 1944 was more than 450,000 tons higher than for the same period last year. This was a good crop year for fruits and vegetables and more homemakers and commercial food processors were in the market for sugar. Then, during the flush season of milk production, extra sugar was granted for the manufacture of condensed milk. Also supplementary sugar was allotted to permit increased freezing of egg yolks and manufacture of eggs into commercial food products. This measure was taken when eggs were in abundant supply. Then too, more sugar was used to replace reduced supplies of corn syrup sweeteners. In addition to these food uses, 700,000 tons of sugar have been used in the form of high test molasses for the manufacture of industrial alcohol.

To meet these demands for sugar we have beet and cane sugar from crops grown in the United States and cane sugar imports from the Caribbean area. The U.S. production of beet sugar for January through August totaled 47,000 tons. During the same period almost 750,000 tons were distributed. This meant reducing stocks of beet sugar on hand January 1st from a total of 838,000 tons to 136,000 tons on September 1st. This is the lowest inventory recorded for this date since 1935. ....

Production of cane sugar in the United States during the first eight months was 84,000 tons and arrivals from the Caribbean area were over three and a half million tons...a total of 3,830,000 tons. But more than four million tons was distributed...so cane sugar inventories were reduced from 929,000 tons to 545,000 tons by September 1st.

With the Axis dominating such important sugar producing areas as Java and the Phillipine Islands, the Caribbean area has become increasingly important as the sugar granary of the United States and our Western Allies. With shipping difficulties and reduced production in some domestic areas, rationing of sugar was necessary...also international allocations.

Under the allocations procedure, the United Kingdom, Canada, Russia, and other friendly nations relying on the Caribbean area for sugar continue to receive some direct from this source and some from quantities delivered first to the United States for refining.

.....SPREADING BUTTER THINNER.....

The chances are one-hundred to one that your listeners want to know why they can't buy as much butter as their ration coupons would allow and why supplies will continue tight the rest of the year. The following review may answer a few of their questions.

As far as supply is concerned, U.S. civilians will get 80 out of every one-hundred pounds of butter manufactured this year. Fifteen pounds of every hundred goes to our Armed Forces and the remaining five out of every hundred pounds will be sent to the Russian Army...chiefly for use in hospitals. The average civilian share this year will be slightly less than 12 pounds as compared with 16.7 pounds for the years between 1935 and 1939.

This year the government bought 285 million pounds of butter...the purchases last year were 464 million pounds. Not as much butter was bought this year because of some carry-over. Last year the government had no butter stocks on hand and was forced to procure butter under a set-aside order. This meant that butter manufacturers were required to reserve a certain part of each month's supply for purchase by Government agencies...with set-asides highest in months of peak production.

Even with greatly reduced purchases for war uses, civilian supplies the remainder of this year will be as tight as they were during the same period in 1943. There are several reasons for this. More people are anxious to buy butter than ever before. Our supplies are being shared with our servicemen and with Russian soldiers. Milk production is now declining seasonally. And butter production is now smaller than in peacetime. For the first seven months of this year, butter production was 131 million pounds smaller than the first part of 1943. July production was the lowest in 22 years. And in August and September, it's expected to be 15 million pounds lower than in the same two months last year. That's why some sections of the country...especially those farthest from the major butter producing areas in the mid-west...are now noticing limited supplies.

Smaller butter production is not the result of smaller milk production. Annual milk production is about 15 billion pounds higher than before the war. It's just that none of this increase is reflected in butter manufacture. That added supply has meant more fluid milk, cheese, evaporated milk and milk powder.

Civilians are drinking between 20 and 25 percent more milk now than before the war. This increase was desirable from a nutritional standpoint and Government food officials were reluctant to cut back fluid milk sales. The dairy products most in demand for military export are whole milk powder, cheddar cheese, and evaporated milk, because they pack well, take relatively little space, and store safely. As the number of men overseas increases so do military requirements. U.S. military forces have asked for about



75 percent more evaporated milk in 1944 than in 1943.

This September, butter manufacturers are reserving 20 percent of their supply for the Government. But beginning October 1st...and until the spring when production gets seasonally higher...all butter made will be for civilians.

.....PRESENT MEAT SUPPLIES.....

Many homemakers are finding that the meat supply picture is a constantly changing one. A few months ago all cuts of pork were abundant...now ham and bacon and pork loins are scarce. One reason for this is that not nearly the numbers of hogs are coming to market as a few months ago and not as many as a year ago. It is estimated that hog slaughter for October through December will be at least 15 percent less than for the same period last year. Also Federally inspected packers are required to set-aside about a third of the ~~pork~~ they slaughter for military and other war agency requirements. Shoulders, hams, loins, and bacon are the chief cuts being taken. As the 1944 spring pig crop begins moving to market in November there will be an improvement in supplies, but for the next few weeks the homemaker will find her choice of pork pretty limited.

She will also find less lamb and mutton for family meals this year as the lamb crop is considerably under that of a year ago. However, the heavy marketing season of the year is approaching and supplies of this meat will increase during the next five or six weeks.

While movement of beef cattle to market is still slow, record marketings are expected in October and early November. Most cattle have been sent directly to the packing plant from the Western and Southwestern range country without being finished in the feed lots of the Middlewest.. This means more utility and commercial grade meat even though some choice cuts come from range fed cattle. The choice cuts of beef will continue to be scarce for the next month or two at least because 60 percent of the beef slaughtered under Federal Inspection and which meets Army specifications... must be set-aside for war uses. This is nearly a third of our beef supply. Calf slaughter has been heavy during the summer and will continue so for the next few months. With no set aside on veal, most of the supply is available for civilian trade.

This year beef and veal will make up about 45 percent of the total meat supply. About 51 percent of our meat will be pork, and lamb and mutton will provide the remaining 4 percent.

.....CORRECTION ON APPLE STORY..."ROUND-UP"...SEPTEMBER 16,....

In the story, "The Fall For Apples", printed in the September 16th issue of ROUND-UP, the 1944 expected crop of apples was quoted as one and a quarter million bushels.. The correct figure according to the September 11th crop



report should read one hundred and a quarter million bushels.



Of this expected crop an estimated 3 to 4 million bushels were blown to the ground along the Atlantic seaboard by the tropical hurricane September 14th. Thousands of volunteers from nearby towns have been helping the growers gather the fallen fruit, and consumers in the heavily populated Eastern areas are being urged to take advantage of the temporary market surplus. Most of the apples that fell were ripe and many were bruised only slightly if at all.

The main course of the hurricane where most of the apples dropped was from Southeastern Maryland directly north through New Hampshire to Southern Maine.

.....RAISINS FOR THE HOLIDAYS.....

Homemakers can expect more raisins on the market from now on and through the holidays. The War Food Administration is offering for sale through normal trade outlets over two million pounds of raisins. Some are Thompson seedless and the balance are seeded muscats.

This supply of raisins should be welcome news to those women who bake their own holiday fruit cake. Raisins also add flavor and food value to salads, mincemeat, rice or bread puddings, and sauces for meat. They can be used to stuff the centers of baked apples for dessert. By using raisins in cookies or cakes, the homemaker is tucking extra calories in the box lunch that goes to school or work.

.....ON THE CHINESE MENU.....

Many of us are giving more thought to China than ever before since many Americans are "over there". People are asking questions about this large and rather mysterious country, China..... questions about its ancient civilizations..... its education and recreation, customs, and foods. One seventh grader asked her Dad, "Do they have a Basic Seven, too?"

Dr. Mark Graubard, of the War Food Administration who has studied the food habits of many countries has answered some of these questions about what the Chinese eat. Referring to the Basic Seven, he says that Chinese scientists, too have certain nutritional recommendations, but the groupings are different from ours. People can get the nutrients necessary for growth and health from many foods and many different combinations of foods. Scientists frequently assure us that the traditional eating habits

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in almost any part of the world can be modified or balanced in such a way that everyone could be properly fed, yet continue to enjoy foods he's accustomed to eating.

During peace time the average Chinese usually got enough calories in his diet, but he still suffered from "hidden hunger". By that is meant, the diets of the majority generally were deficient in iron, protein, fats, and calcium. In Southern China they lack Vitamins A and B. North China needs more Vitamins A and D. In the South, they eat rice, barley, and millet, but no bread. And in the North where wheat and rye bread is a staple part of the diet, rice is not popularly liked.

The Chinese diet is mainly vegetarian. The people get their protein from cereals, vegetables, and legumes....especially soya. Vegetables of many kinds are fairly plentiful. Greens are a regular part of the diet. Sweet potatoes are popular...much better liked than white potatoes. That may be explained by the shortage of sugar in Chinese diets. Sorghum and sugar-cane juice are the common sweets, but they are not plentiful. The Chinese never put sugar in tea, which they consume in large quantities. Except in the homes of the wealthy sweet desserts are almost unheard of. Fruits are pretty widely eaten.

The surprising omission in Chinese meals is along the dairy line. The people have no milk, butter or cheese whatever and very few eggs, which explains the wide-spread deficiency in Vitamin A. They have a little fat...vegetable oil...which is used sparingly in cooking and seasoning.

The people who live close to the coast get fish occasionally. If the Chinese Distribution system for food were better more people could enjoy this supply of fish. Most Chinese consider themselves lucky to get mutton once a month. It's such a treat that they cut it in very small pieces and mix it with rice and vegetables. Otherwise meat is very rare.

At least in one respect the Chinese peasants eat more wisely than their more affluent neighbors. Because they have very little fuel for cooking they are less likely to overcook their vegetables; and they always use the water in which they cook them for soups or sauces. Consequently, they lose less of the minerals and vitamins content of vegetables. And because food is hard to get, they are not so apt to refine the cereals, retaining the extra food value found in the outer coats of grains.

#### ...NEWS OF THE NORTHEAST REGION....

(Cleared by OWL with an "A" essential rating)

#### FOOD FACTS ABOUT...

APPLES...The origin of apples is uncertain. However, one story goes that they came to America with the Pilgrim Fathers. We are told that the fruit was gathered from apple trees on an island near Boston, Massachusetts as early as 1639. And the Governor of Massachusetts Colony must have had a large apple orchard, because he wrote in his chronicles that several hundred of his trees had been destroyed by fire.

CEREALS.....For thousands of years, cereals have been the staple foods of the world. The vigorous Scots keep strong with oatmeal... The Italians live mainly on spaghetti and other wheat pastes, and the Chinese staple cereal is rice.

GRAPES.....The slip-skin type of grape that grows east of the Rocky Mountains has an interesting history. The roots for many of the standard varieties are from native American vines that grew wild along the coast when the colonists first came to settle the New World.

TOMATO.....Fragments of pottery bearing reproductions of various types of tomato plants have been found in the burial mounds and graves of the Incan and pre-Incan races. This is certainly substantial proof that tomatoes originated in Peru.

ONIONS.....During the Middle Ages a myth grew up that the onion was sacred to Saint Francis. During certain festivals a person representing Saint Francis gave an onion to every maiden. Each girl cut the onion while whispering the name of the man she hoped to marry. According to popular legend, if she dreamed of the man that night, he would ask her to marry him.

# FEATURE THESE.....

Here are lists of plentiful fresh fruits and vegetables in major markets in this region. We suggest that you feature those fresh foods when you give meal-planning suggestions to your listeners. This is the sixteenth installment of this feature which you'll find in "RADIO ROUND-UP ON FOOD" each week.

Latest wire information from our Market News Office is the basis for this report. For daily developments during this current week, phone your local market news office.

## BOSTON

Apples  
Cabbage  
Celery  
Onions

## NEW YORK CITY

Apples	Lettuce
Lima Beans	Onions
Snap Beans	Peas
Beets	Peppers
Cabbage	Potatoes
Cantaloupes	Prunes
Cauliflower	Squash
Celery	Sweet Potatoes
Corn	Yellow Turnip
Eggplant	

## PHILADELPHIA

Apples  
Beets  
Cabbage  
Onions  
Small potatoes

( PLEASE TURN TO NEXT PAGE .....(continued)



WASHINGTON, D.C.

PITTSBURGH

..... BALTIMORE

Apples  
Celery  
Limes  
Onions  
Peppers  
White Potatoes  
Sweet Potatoes

Sweet Corn  
Egg plant.  
Lettuce  
Onions  
Tomatoes

Apples  
Snap Beans  
Cabbage  
..... Celery  
Corn  
Onions  
Potatoes

Comment.....

Apples are on the bargain counter...crisp fruit for early fall days.  
Make apple sauce now for next winter's use.. Few sauces have so many uses.

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NOV 13 1944

# Radio Roundup

*on food*

A Service  
For Directors of Home Forum Programs

New York, 7, New York  
September 30th, 1944

.....W-H-A-T'-S I-N-S-I-D-E.....

VITAMIN C VEGETABLES.....Some tips for you about Group Two.

BAKERS MAY SEND G.I. GIFTS.....Overseas G.I.'s will eat cake.

A GRADE FOR EGGS.....All about grading.

MORE NUTS.....Some information about a delicious delicacy.

A NEW WAY FOR CHEESE WHEY.....New uses for the throwaway.

FROZEN FOOD BUYS.....Forecast of supplies.

OYSTERS R IN SEASON.....Erster pernters.

APPLE CHATTER.....Apple cooking is simple...read and find out.

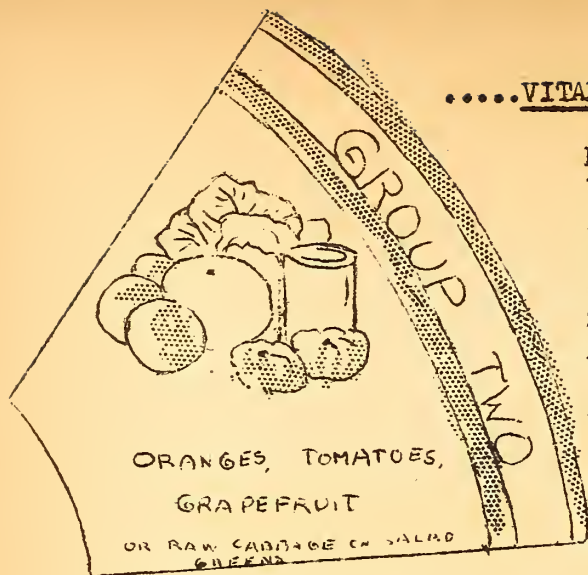
PLENTIFUL FOOD INFORMATION.....In the Northeast Region.

FEATURE THESE..... Plentiful fruits and vegetables.

**WAR FOOD ADMINISTRATION**

**Office of Distribution**

.....VITAMIN C VEGETABLES.....



More and more the Basic Seven Food Chart is being used as the guide for selecting the right kinds of food daily for better health. Only when the right amount of foods from each group are eaten daily does the body get its needed supply of energy or calories, protein, minerals, and vitamins.

One of the beauties of the Basic Seven Chart is that it is designed to fit available food supplies. For example, Group Two foods are notable for Vitamin C...that vitamin which among other functions holds or binds the cells of the body together. The citrus fruits and tomatoes are usually named when we think of headliners in this group. But there are

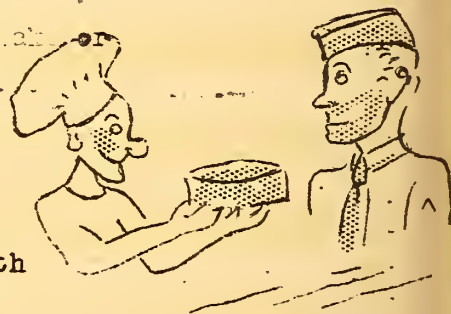
several vegetables rich in Vitamin C which might well be called to the attention of the homemaker. These vegetables will be generally available for fall and winter meals.

Brussel sprouts, broccoli, cabbage, rutabagas, cauliflower, and turnips belong to this group. Sweet potatoes and white potatoes can be relied on to help out with Vitamin C also because we can use them often in our daily meals. They're not as high in Vitamin C though as the cabbage and turnip families.

Vitamin C is very unstable except in acid foods such as citrus fruits and tomatoes. Air and long cooking, in particular, hasten its destruction. So Vitamin C vegetables should be prepared as close to serving time as possible. And the cooking should not be any longer than is necessary to tenderize the vegetable.

.....BAKERS MAY SEND G.I. GIFTS.....

Baking companies who have employees in the armed forces may send Christmas gifts of fruit cake or other bakery products to these men and women if they desire to do so, according to the War Food Administration. This action was necessary because of restrictions in War Food Order No. 1.



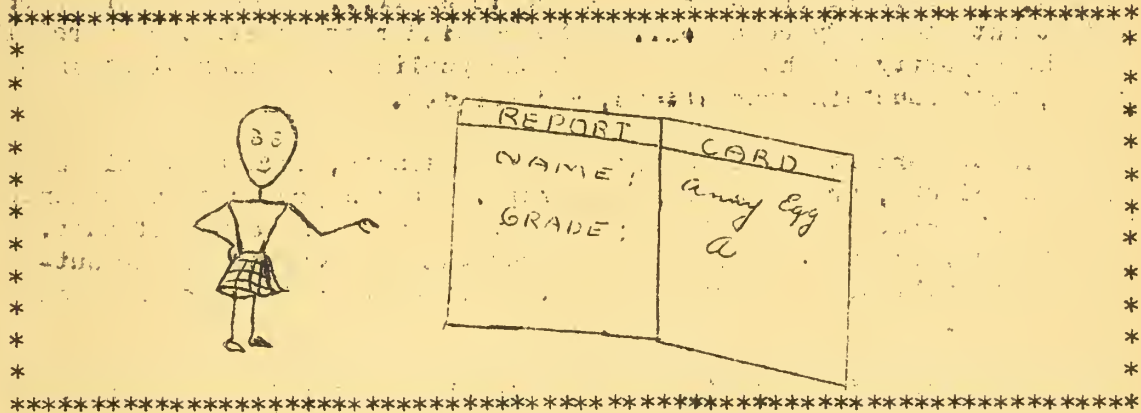
As you know, War Food Order No. 1 deals with bakery products. It restricts the making by a baker of more than twenty varieties of bread and twelve varieties of rolls in any one week; determines the amount of sugar and shortening in bread; requires that white bread and rolls be enriched. It also bans consignment selling and prohibits any baker from making gifts or



samples of his products to any person except charitable institutions. The order was passed to conserve food and effect economies in the baking industry.

Because of a more plentiful supply of wheat and other ingredients used in bakery products, the WFA is giving permission to all bakers who so wish, to send bakery products as Christmas gifts to their employees in the Armed Services.

# .....A GRADE FOR EGGS.....



Many of our food products are graded today because distributors and consumers want to get the quality of merchandise they pay for. When an identifying mark or label is attached to these food products, the consumer can select the quality that best suits her purpose and purse.

The War Food Administration through its Dairy & Poultry Branch is supervising the use of four standards for individual shell eggs. The consumer will recognize those standards as U .S. Grade AA, A, B, and C. Perhaps your listeners are familiar with these classes, but do not know the quality requirements for each grade.

The U.S. Grade AA eggs are found on only a few markets, and must pass the highest requirement tests. The yolk is well-rounded and has a firm-up-standing appearance because it is surrounded by a white that is clear and thick. The U.S. Grade A is available on most markets. The yolk is well-rounded and the white is clear and nearly as firm as that of Grade AA. Both of these grades provide the highest type of breakfast eggs. Grade B eggs can be used both for table and for cooking. The yolk is somewhat flattened and may have a slightly mottled appearance. The white is less firm and spreads out more than in the higher grade eggs. Grade B eggs are now particularly plentiful in many sections of the country. The Grade C egg is the lowest grade of edible egg. The yolk may be flat. The White is very thin and watery. The best use of this grade is for general cooking purposes...it is just as suitable for this purpose as the higher grades. All grades have approximately the same food value.

Grading eliminates inedible eggs from mixed collections. Thus the homemaker is assured twelve good eggs in every dozen she buys.

....MORE NUTS....

September estimates by the U.S. Department of Agriculture indicate the biggest crop of tree nuts in history...about 15 percent above that of 1943. Here are some highlights on this year's nut crop.

In the order of the quantity produced, the four most important nuts among the tree varieties in the United States are English walnuts, pecans, almonds, and filberts. Peanuts are not included in this group because they are classified as a ground nut. But eaters consume about three times as many peanuts as all tree nuts combined.

It's of interest to note that about half of our total walnut, pecan, almond, and filbert crops are marketed in shell...through grocery stores and at nut and candy counters.. The remainder are shelled commercially and the majority of these nuts reach the public as an ingredient in baked goods, soda fountain concoctions, and candies.

Ninety percent of our native English walnuts, sometimes called Persian walnuts, are grown in California. Oregon produces the balance. This year's crop promises to yield about 150 million pounds of nuts. August was relatively cool which favored the development of the nut-meats into full size and rich flavor. September is the harvest month for walnuts.

Pecans grow in many of the Southern states from the eastern coastal areas to Texas and Oklahoma in the Southwest. For selling purposes pecans are divided into two grades known as "improved" pecans which average about 40 percent of the total crop, and the "seedling" pecans which are not as large generally as the improved pecans. About 75 percent of the pecan crop is shelled commercially. Most of the shelled pecans are in the seedling class leaving the larger pecans for sale in shell. Total pecan production will probably come close to 143 million pounds. This pecan harvest will be at a peak in November.

California is the almond state...producing about 40 million pounds. The harvest of these nuts began in August. Filberts, often known as hazel nuts are usually harvested in September in Washington and Oregon... the two top producing states. The crop is estimated at 14 million pounds.

Filberts, chestnuts, and almonds are often imported from the Mediterranean area. Prospects for their import this year are uncertain. Brazil nuts, from Brazil, of course, if at all available, will be in very limited quantities. Cashew nuts come from India when we can get them. But we can expect certain supplies in our own country of black walnuts, butternuts, pinon, and hickory nuts.

The military and war service requirements for this year's nut crops are very small. Salted nuts in vacuum packed cans will be included in thousands of Christmas boxes to the boys overseas this year...some sent by relatives and friends, some by the Red Cross and other organizations.



.....A NEW WAY FOR CHEESE WHEY.....

Cheese whey like other dairy products is taking on increased usefulness since the war. Lately it has been processed for milk sugar. This is the result of an increased demand for milk sugar for the new wonder drug.... penicillin.

Previous to the war most of the cheese whey in this country had such little commercial value that factories were poorly repaid for salvaging it. Although a small amount was dried and used as a protein and vitamin supplement for commercial poultry feed, most of it was returned to the farms and fed to the calves. And large quantities were wasted despite the fact that whey contains important amounts of protein, riboflavin, Vitamin B<sub>1</sub>, calcium, phosphorus, other vitamins and minerals, as well as milk sugar...or lactose.

Then milk sugar made from whey became especially important because scientists have discovered that the mold which produces penicillin can be grown successfully in a culture containing milk sugar. Nor is the manufacture of penicillin being held up because of any shortages of milk sugar. Cheese whey production had been mounting because of military, civilian, and Lend-Lease requirements for cheddar cheese. And milk sugar manufacturers have installed new plants and equipment for increasing the production using whey as a raw material for milk sugar.

To encourage cheese manufacturers to salvage their whey, the War Food Administration recommended that the ceiling prices on whey products be increased. This has been done and cheese factories have found it profitable to save whey for processing.

Up until 1943 about six million pounds of milk sugar were produced annually in this country. It was used mostly in the manufacture of prepared infant foods and in the drug trade. Before the war the principal raw material for milk sugar was the whey by-product from the manufacture of casein. Casein is made from skim milk. The supply of skim milk for this purpose has decreased because of greater demand for non-fat dry milk solids, formerly known as powdered skim milk, for food. As a result the whey from casein was decreased, and a possible shortage of milk sugar was imminent. With the cooperation of the milk sugar industry the plans of the War Food Administration to get milk sugar from cheese whey were carried out. With the result in 1944, production of milk sugar will total 12 to 15 million pounds.....more than double the amount last year. All demands for milk sugar are now being met and allocations for its distribution have been temporarily suspended.

.....FROZEN FOOD BUYS.....

For the next couple of months it may be difficult to find freezer storage space for the new pack of frozen fruits and vegetables unless more of the stocks now on hand are moved into trade channels. This is due to the increased production this year of frozen fruits, vegetables, meats,



fish and other perishables. Also increased army stocks of perishables have limited the amount of freezer cold storage space now available throughout the country. This means that distributors are going to be moving stocks of frozen foods into the retail trade where there are frozen food counters and locker plants.

The War Food Administration estimates there are now...October 1st... about 474 million pounds of frozen fruits and vegetables in storage. This is almost a fourth more than was on hand the first of October last year. Of this amount nearly two hundred and fifty million pounds are frozen fruits and one hundred and 64 million pounds are frozen vegetables.

While the total quantity of frozen fruits is greater than that for vegetables, less frozen fruits will be made available to the retail trade. Most of the frozen fruits are diverted to making jams, jellies, and preserves for the Army. But those frozen fruits which are available to the homemaker are a good buy from a ration point angle. Right now they are off the ration list. Among the largest frozen fruit supplies will be cherries, peaches, strawberries.

On the other hand almost all of the pack of frozen vegetables will be going to Americans at home. The homemaker will find supplies of baked beans, snap beans, peas, corn, spinach, and broccoli the most plentiful. Smaller amounts of Brussels sprouts, cauliflower, lima beans, will also be on the market.

A special word need be said about those frozen baked beans. They have become an increasingly important item in retail stocks. There are large stores of this frozen vegetable now on hand. The homemaker will find them a time saver as they are already cooked. They need only be heated and are ready for serving.

As for food value of frozen foods...experts say that vitamin losses incurred in the freezing process are relatively small.

#### .....OYSTERS R IN SEASON.....

September brought the three R's for Readin', Ritin', and Rithmetic... and another R for the opening of the oyster season. However, because of labor shortages in the producing areas, oysters are only now coming to the markets in any quantity. The peak of the supply will be reached at the holiday time and supplies are expected to be fairly good.

Large oysters from the Middle Atlantic and New England states, in particular will be limited this year. High prices paid for oysters last season caused many oyster planters to market their stocks of large as well as smaller oysters. Usually the smaller oysters are held over for the following season.

The ready market for fresh oysters this spring also meant that few oysters were canned. Before the war, considerable quantities were processed in the South Atlantic, Gulf and Pacific Northwest States. But the fresh market sales caused canning to be decreased in the Gulf and South Atlantic areas and discontinued in the Pacific Northwest.

As a food, oysters rank high in taste appeal. In nutritional value, they contribute significant amounts of protein, iron, calcium, and phosphorus. These minerals which oysters supply are most often deficient in the daily diet, So when oysters are available on local markets, they're a good investment in nutrition.

.....NEWS OF THE NORTHEAST REGION.....

(Cleared by OWI with an "A" essential rating)

APPLE CHATTER.....

Cooking experts say there are more ways of cooking apples than any other fruit. Now that may sound like a pretty broad statement...but just take a look at this list:

Apple Pie	-----	Apple Betty
Apple Dumplings	-----	Apple Snow
Apple sauce	-----	Apple Tapoica
Scalloped apples	-----	Apple Strudel
Fried apple rings	-----	Apple upside-down cake
Glazed apple rings	-----	Dutch apple cake

Those all sound pretty good...and there are lots of variations...even on the tried-and true theme of apple pie. For example, apple pie can be deep dish or shallow...served plain, with ice cream or with cheese. And for the extra-special goodness, there's an apple pie with cheese melted over the crust to give the pie a golden topping. Just cover the pie with cheese, cut in thin slices or grated, and pop it into a moderate oven. It doesn't matter whether the pie goes in freshly baked or cold...but it must be served as soon as it comes out.

And here is an apple recipe that sounded pretty good to us...let's see how it goes over with our listeners.

.....SPICED APPLE PUDDING.....

1-1/2 cups flour	4 tablespoons shortening
1/4 teaspoon cinnamon	1/2 to 3/4 cups milk
1/4 teaspoon nutmeg	1-1/4 cups sliced apples
2 teaspoons baking powder	1/4 cup sugar
1/2 teaspoon salt	juice of 1/2 lemon
	2 tablespoons of butter or substitute

Sift and measure the flour. Add spices, baking powder, salt and

sugar, and sift again. Cut fat into flour. Add 1/2 cup chopped apples and milk to make soft dough. Melt butter or substitute in the bottom of a pan. Add sugar and remaining apples and lemon juice. Pour batter over apples. Bake in a moderate oven about 30 to 40 minutes. Serve hot with pudding sauce or top milk.

#### FOOD FACTS ABOUT APPLES.....

Cooking with apples is easy. "Be sparing with water" is the only tip experts offer. Apples naturally have plenty of water themselves.

For applesauce or baked apples...use just enough water to keep the fruit from sticking and scorching.

For scalloped apples...apple pie or Apple Betty...you don't need any water at all.

A pinch of salt, cinammon, or nutmeg will enhance the delicate flavor of apple dishes. But don't let applesauce stand with nutmeg in it...or it may turn bitter.

Applesauce doesn't require sugar for canning. It's a good bet for winter meals because everybody can eat it...even the baby...because it's equally good as dessert and relish...and because you can use it to cook other foods.

#### PLENTIFUL FOOD INFORMATION.....

The foods listed below are expected to be plentiful throughout the Northeast Region in general for the month of October. Your mention of these foods on your programs will help encourage wise use of the wartime food supply.

##### FRESH FRUITS AND VEGETABLES

ONIONS (Victory Food Se-  
lection Sept. 21 to  
October 7th)                   !  
White Potatoes (small size)   !  
\* Apples                           !  
Other products in local  
abundance                       !

##### OTHER FOODS

Canned green beans  
Frozen vegetables and frozen  
baked beans                   \*\*  
Dry-mix and dehydrated soups  
Soya flour, grits, and flakes  
Peanut butter  
Citrus Marmalade  
Apple Butter  
Wheat flour and bread  
Macaroni, spaghetti, and noodles  
Oatmeal

(NOTE).....\* The Situation will vary in different areas, depending upon the effects of the hurricane.

\*\* Where there are facilities for handling frozen products.



FEATURE THESE.....

Here are lists of plentiful fresh fruits and vegetables in major markets in this region. We suggest that you feature these fresh foods when you give meal-planning suggestions to your listeners. This is the seventeenth installment of this feature which you'll find in "RADIO ROUND-UP ON FOOD" each week.

Latest wire information from our market news office is the basis for this report. For daily developments during this current week, phone your local market news office.

BOSTON

Apples  
Cabbage  
Celery  
Onions  
Potatoes

NEW YORK CITY

Apples	Peppers
Beets	Italian prunes
Cabbage	(from Idaho)
Celery	Potatoes
Lettuce	Sweet potatoes
Onions	Turnips
Pears	

PHILADELPHIA

Apples  
Lima beans  
Snap Beans  
Beets  
Cabbage  
Celery  
Onions  
Small Potatoes  
Sweet Potatoes

WASHINGTON, D.C.

Apples  
Onions  
Potatoes  
Sweet Potatoes

PITTSBURGH

Apples	Onions
Beans	Pears
Beets	Plums
Cabbage	Potatoes
Celery	Prunes

BALTIMORE

Apples  
Snap Beans  
Cabbage  
Celery  
Onions  
Bartlett pears  
Potatoes  
Sweet Potatoes

Comment.....

Apples, good ones, are available in abundance on practically all Eastern markets. Because some were blown down by the hurricane, they are being offered at bargain prices. They are entirely satisfactory for immediate consumption. Canned as applesauce, they will add zest to next winter's meals. Buy apples now.



